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THE NATIONAL NEWSPAPER OF MARKETING

Abrams Leaves Hudnut-DuBarry in Policy Hassle

De Tarnowsky Won't Comment; Past Statements Reveal Underlying Conflict

For an illuminating sidelight on the resignation of Mr. Abrams see massive excerpts from a recent Hudnut-DuBarry sales conference talk on Pages 109 and 110.

NEW YORK, Aug. 11—Opposing forces appear to have collided head-on at Warner-Lambert Pharmaceutical Co., and the result has been the resignation of George Abrams after 16 months as president and chief executive officer of the Hudnut-DuBarry division.

Mr. Abrams, who has a reputation as an aggressive advertising and merchandising man, apparently found his tactics in sharp conflict with what he describes as "the conservative approach" at Warner-Lambert.

Simultaneously with the resigna-

George Abrams

Walter P. Kuenstler

tion, Warner-Lambert announced the promotion of Walter P. Kuenstler, director of marketing development of the W-L consumer products divisions, to the new post of

(Continued on Page 12)

An open invitation to Senator Church, Governor Brown, and Governor Stratton

AT THE recent national conventions you three men spoke disparagingly about advertising to a nationwide audience.

Like most critics of advertising, you stuck to innuendo and avoided specifics.

As a matter of fact, you all sounded suspiciously like people in need of a little more information on the subject.

We think you might feel differently about advertising if you knew more about it. Accordingly, we invite you to spend a week at our agency as our guests. We'll pay all your expenses. We'll hide nothing from you.

We urge you to sit with our management in Creative Review Group meetings where we evaluate campaigns, to visit with our research, marketing, and creative people, or anyone else in the agency with whom you'd like to talk.

When you have done this, ask yourself these questions:

1. Do these people work hard and conscientiously to tell consumers the truth about the products they advertise?
2. How do the ethics, intelligence, and practices of advertising people compare with those of the people entrusted with the conduct of our state and national governments?

After that, you might like to apologize to the advertising business.

LEO BURNETT CO., INC.

HEADQUARTERS, PRUDENTIAL PLAZA, CHICAGO 1, ILL. • TELEPHONE: CEntral 6-5959

Other Offices: New York, Hollywood, Detroit, Toronto, and Montreal

Y'ALL COME—Leo Burnett Co., Chicago, took this page ad in the Wall Street Journal to invite three political figures to visit the agency to see how advertising works. The three men "spoke disparagingly" of advertising at the political conventions.

Learn More About Ad Field, Then Apologize, Says Burnett Ad; Politicos Silent or Beg Off

CHICAGO, Aug. 12—Leo Burnett Co.'s "open invitation," issued this week to three political figures who "spoke disparagingly about advertising," had drawn a reply from only one of the three by today, but a heavy flow of mail commenting on the move was pouring in to the Burnett offices.

The invitation was extended via a page ad in the *Wall Street Journal* last Monday, and also will appear in the Aug. 15 issue of ADVERTISING AGE.

Of those invited, only California's Democratic Gov. Edmund G. (Pat) Brown replied, and he indicated he was too busy to

(Continued on Page 112)

Cities Service Shifts to L&N from Ellington

Four Finalists Strove for Account; Switch Recalls Aylesworth Deal

NEW YORK, Aug. 10—Announcement is expected next week that Cities Service Oil Co. has moved its $3,500,000 account from Ellington & Co. to Lennen & Newell. It had been with Ellington since 1947.

The award of the account followed a four-agency competition, which had Ellington; Lennen & Newell; Sullivan, Stauffer, Colwell & Bayles and Reach, McClinton & Co. as finalists.

Ellington acquired the account through the services of the late Merlin Aylesworth, once president of NBC, who died in 1952.

■ In 1955, a suit in U.S. tax court brought to light details of the arrangement under which Mr. Aylesworth brought the account to Ellington. He made $100,000 and was paid an expense allowance of $2,000 a month.

Mr. Aylesworth and the agency had a written agreement, under which Mr. Aylesworth was to receive (1) an expense account of $2,000 a month; (2) 20% of the outstanding common stock of the agency, at 1¢ a share; (3) a $50,000 block of prior preferred stock at 5¢ a share, to be redeemed 18 months after the account came to Ellington; (4) a second $50,000 worth of prior preferred stock at 5¢ a share, to be redeemed three years after the account came to the agency; and (5) appointment as a director and chairman of the executive committee. The 1,000 shares of Ellington preferred were later redeemed at $100 a share.

■ The agency and Mr. Aylesworth lived up to the letter of the agreement (which was based on Mr. Aylesworth's estimate that the account would yield $212,000 in annual revenue to Ellington); the suit arose from the Bureau of Internal Revenue's contention that the $24,000 expense account must be reported as gross income. The tax collector said Mr. Aylesworth was unable to prove it was spent for business purposes or expenses that weren't already reported under business deductions. (For the years 1947 through 1951 Mr. Aylesworth had reported business de-

(Continued on Page 10)

Canadian Shell Names Ogilvy

Switch Follows U. S. Company's Move; It's 1st Non-N.Y. Ogilvy Office

TORONTO, Aug. 9—Shell Oil Co. of Canada Ltd. yesterday appointed Ogilvy, Benson & Mather to handle its product advertising account, effective Jan. 1.

The account, estimated to involve upwards of $1,500,000 a year in billings, had been with the Toronto office of J. Walter Thompson Co. Shell switched its $11,000,000 U.S. account from JWT to Ogilvy (AA, June 27).

The Toronto office of Kenyon & Eckhardt will continue to direct institutional advertising for Canadian Shell. This account is believed to bill about $500,000 a year.

■ The U.S. development came as a surprise in many advertising circles, because Ogilvy, Benson & Mather is not generally known as

(Continued on Page 117)

'Photographic License Must Be Taken' . . .

TV Ad Must Telescope Details, Carter Says

Rise Reply Also Hits FTC for Prosecuting Ad Already Abandoned

WASHINGTON, Aug. 9—If the Federal Trade Commission persists in attacking "pictorial representations," most tv commercials will be doomed, Carter Products, New York, told FTC today in denying charges that tv ads for Rise shave cream discredited competing products.

■ Joining in the answer to FTC's complaint (AA, June 27) are Sullivan, Stauffer, Colwell & Bayles, agency for Rise, and S. Heagan Bayles, agency chairman and Rise account executive.

The complaint contended that the tv demonstration unfairly compares Rise with a preparation which really isn't a shaving product.

As FTC described it, a typical tv commercial showed an actor shaving with what is represented to be a competing lather "which appears to have dried out on his face, causing him to wince in discomfort." Next, FTC said, he is shown shaving in apparent comfort with Rise, which appears to remain "moist and creamy."

■ Since the purported competing lather is a formulation especially prepared for the demonstration, the FTC complaint said, "the demonstration is not a valid comparison of the respective qualities of Rise and competing products and tends to disparage the latter."

Denying that the demonstration is deceptive, Carter and its agency assert that the complaint "fails entirely to take into consid-

(Continued on Page 111)

Last Minute News Flashes

JWT Losing $4,500,000 Boyle-Midway Account

NEW YORK, Aug. 12—The Boyle-Midway division products of American Home Products Corp. are being shifted out of J. Walter Thompson Co. These products (Aerowax, Aero Shave, Black Flag, etc.) are believed to bill around $4,500,000, of which about $500,000 represents Canadian billing. Leading contenders for the accounts are believed to be Ted Bates & Co. and Tatham-Laird (which shared a bloc of product assignments from Boyle-Midway with Thompson last October); both are Whitehall Pharmacal agencies, and American Home's current management came up through Whitehall.

Four Roses Seeks Lower Minimum Size for Color

NEW YORK, Aug. 12—The Four Roses division of the House of Seagram, through Young & Rubicam, is currently negotiating with newspapers to persuade publishers to reduce the minimum size requirements for r. o. p. color units from 1,000 lines to 500 and 700-line units. The Young & Rubicam proposal, for a Four Roses campaign scheduled to break about Sept. 1, is reportedly meeting considerable resitance among publishers, who apparently are holding the line on the present minimum size. Chief objection to the Y&R proposal is the high cost of producing color newspaper ads. Publishers reportedly have told the agency that basic production costs remain constant regardless of unit size, and the agency is said to have countered with a proposal to pay the 1,000-line color premium on the smaller space.

• **Robert Liddell**, head time buyer of Compton Advertising, New York, has been appointed an associate media director.

(Additional News Flashes on Page 109)

200 Top Farm Ad Users Spend 75% of 1st Half Total

CHICAGO, Aug. 9—The 200 top advertisers in farm publications invested $20,347,047 during the first six months of 1960, accounting for 75% of the $27,299,838 total spent by 2,187 farm publication advertisers.

These figures are based on advertising in 36 farm publications as reported by Farm Publication Reports Inc.

Ford Motor Co. remains in the No. 1 spot, with a budget of $1,084,354. General Motors is a close second with $950,845. International Harvester moved from fourth to third position with an investment of $886,307. This company had the largest increase of all the leaders. Its investment in 1959's first half had been $644,518.

Moving from sixth to fourth place was American Cyanamid, with a budget of $709,440 for the first six months of this year.

The complete table on Page 117 gives figures for all 200 top farm publication advertisers for the first six months of 1960 and 1959. #

Another Bich Blitz? . . .

Waterman-Bic Sets Eastern Test for Bic Dart Pen

New Haven TV Spots, Point of Sale Will Be Only Advertising Used

SEYMOUR, CONN., Aug. 10—Marcel Bich, the French ballpoint king who has blitzed Europe with his hard-hitting campaigns for Bic pens, appeared this week to be ready to roll in the U.S. market.

Robert P. Adler, 27-year-old vp and general manager of Waterman-Bic Pen Corp. here, announced the appointment of Ted Bates & Co., New York, to handle a crash introduction of the new Bic Dart in Connecticut and western Massachusetts.

Mr. Adler, just back from a two-week trip to Europe, promised that this drive will be the forerunner of a campaign that will "dominate the pen industry."

Robert P. Adler

The Connecticut - Massachusetts push will be tantamount to a make-or-break test. It will involve a saturation buy of spots on one television station—WNHC, New Haven. No other advertising, aside from point of sale support, is scheduled.

If the campaign produces sales it will be extended nationally, Mr. Adler said.

The WNHC drive begins Aug. 29, with a minimum of 10 one-

(Continued on Page 118)

Robinson-Patman Has Made Retailers into Semi-Criminals: Rotto

WASHINGTON, Aug. 10—James Rotto, a former department store executive, today urged appliance dealers to work toward repeal of the Robinson-Patman Act.

He said the act is "only an excuse for manufacturers to cooperate or not at their own discretion," and added that the act "has never been very effective."

Mr. Rotto, a Washington consultant and former vp of the Hecht Co. store, spoke at a dealer management institute sponsored by the National Appliance & Radio-TV Dealers Assn.

He said the Robinson-Patman Act, which concerns itself with promotion allowances from manufacturers to dealers, has made retailers and manufacturers—particularly in the appliance and radio-tv industry—"semi-criminals."

Mr. Rotto also declared that retailers are misusing their advertising dollars, terming much appliance advertising as "heavy handed, befuddled gutter advertising."

He urged the retailers to allot 5% to 10% of the ad budget to create an individualistic store image.

Most appliance retailers, he said, now fill their ads with continuous sales and prominent price listings, failing to present a store image. #

Balaban Opens Branch Offices

Balaban Stations has opened a New York branch with offices at 580 Fifth Ave. The office will have direct teletype connections with all Balaban stations.

Chrysler Seeks 60% Sales Rise for '61; No Compact Models

DETROIT, Aug. 9—There is no compact car in the future for the Chrysler and Imperial division of Chrysler Corp., said C. E. Briggs, its general manager and corporate vp, in making the opening pitch of the 1961 automobile marketing season at a press conference in Detroit Monday.

■ "We are not going to dilute the image of our cars with any little brother," said Mr. Briggs. "We expect to compete this year in a market that will total about 1,000,000 units. Our role is to concentrate on fullsize luxury cars of 122" wheel-base or over."

With no product shortage anticipated in the coming model year, Mr. Briggs said his Chrysler sales department expects to increase deliveries about 50% to 60% over 1960 model sales, attaining a volume of 110,000 to 120,000 cars. The steel strike last year shorted the Chrysler line about 18,000 cars in the opening months of the year.

■ The luxury Imperial line, which will sell about 17,500 cars in 1960, expects to pick up about 40% as well, doing 24,000 to 26,000 next year, Mr. Briggs forecast.

Chrysler retail deliveries for 1960 are up 24% over a year ago, and Imperial deliveries are up 5%. The division has been adding Chrysler dealers at a rate of about 30 a month and is now near its goal of 2,900. About 30 new Imperial dealers also have been added in the last 10 weeks.

Mr. Briggs said that in the present market luxury cars are showing their greatest gains in the larger cities, and said that in New York City Chrysler alone accounted for a full 3% of industry sales.

The 1961 Imperials will go on sale in late September. #

WILLIAM S. NORDBURG

CHICAGO, Aug. 12—William S. Nordburg, 72, a Chicago Sanitary District trustee and former adman, died Aug. 10 in Highland Park (Ill.) Hospital.

Mr. Nordburg was a vp of the old William H. Rankin Advertising Co., and later founded the Chicago Suburban Quality Group of weekly newspapers. #

TO ARCHITECTS—*Grant Pulley & Hardware Corp., West Nyack, N. Y., has embarked on a trade drive to architects using situations which strike a pleasant note in the minds of readers, such as this charwoman ad. Bernard Cooper Advertising is the agency.*

Wilson Sporting Follows Meats to Campbell-Mithun

CHICAGO, Aug. 11—Wilson Sporting Goods Co. has moved its advertising from Roche, Rickerd & Cleary to Campbell-Mithun, effective Nov. 1.

Just about five months ago the parent Wilson & Co. named Campbell-Mithun for its meat advertising, succeeding Kenyon & Eckhardt (AA, March 14).

Roche, Rickerd & Cleary retains Wilson's Ideal dog food, B-V gravy maker and other products.

Trade sources place the sporting goods account at about $800,000 annually.

■ Harry Barger, manager of advertising and sales promotion at Wilson, said the move was made primarily because Campbell-Mithun is a larger agency with multiple offices.

"Roche, Rickerd & Cleary is an excellent agency," he said, "but our sporting goods business is international, and we felt we needed an agency with more offices."

C-M's appointment to the meat account last March was attributed in part to the presence of Larry Wherry as account executive and marketing specialist at the agency.

Mr. Wherry headed the Oscar Mayer & Co. account when he was president of Wherry, Baker & Tilden. He was also associated with Mr. Barger, then a vp and account supervisor at the agency. When Mr. Wherry left his agency last summer, it was reorganized as Baker, Tilden, Bolgard & Barger. Mr. Barger subsequently left to join Wilson, and Baker, Tilden, Bolgard & Barger merged with Compton Advertising (AA, Feb. 8).

Joseph Named to Sell Ads for New Overseas 'N.Y. Times'

NEW YORK, Aug. 11—Tedd Joseph, newly appointed marketing director of the international edition of the *New York Times*, sails on the Queen Mary next week to spearhead a venture that could have far-reaching effects on the newspaper publishing business.

Mr. Joseph's job is to sell advertising for the new daily edition which makes its bow in the first week of October.

This edition, which the *Times* calls "an important new medium in international advertising," will be published in Paris simultaneously with the publishing of the regular edition in New York. It will then be air-delivered to principal cities in Europe so that the paper will be on sale the same morning everywhere.

■ Electronic typesetting across the Atlantic Ocean will be used to send the editorial file from New York to Paris. This will be the first continuous Teletypesetting operation across 3,000 miles of ocean.

Mr. Joseph, who spent a dozen years in international advertising with Foote, Cone & Belding, will be headquartered in Paris with a staff of four. He told ADVERTISING AGE it will probably take at least one year to get the edition established.

The *Times* has been publishing an edition in Europe from mats prepared in New York and flown to Amsterdam. This edition carried news 24 hours late, and it has never exceeded 10,000 circulation. The open line rate will be 23¢, with the full-page rate set at $550. #

Station Reps Urge Adoption of Single Rate

'Like Charge for Like Service' Is New Battle Cry of SRA Campaign

NEW YORK, Aug. 11—The Station Representatives Assn., which has long been concerned with the confused single-double rate picture, has launched a campaign to sell the radio-tv industry on the adoption of a single rate standard.

■ "One rate: A like charge for like services" is the battle cry of this drive, which started with a letter to all radio and television stations throughout the U.S. The association decided to take the lead in trying to solve this chronic problem after a study of current rates and policies by the SRA radio and tv trade practices committee. Reps also were spurred to action by a study made by the Radio Advertising Bureau for the private use of its members.

■ There have been a number of well-publicized rate incidents in the news in recent months. J. Walter Thompson Co. has letters out to radio stations asking that Ford dealers be granted the same rates as "any other local merchants" (AA, Aug. 1). Most of the heavy Ford dealers spot radio schedule already is placed at the local rate, according to sources within the agency.

In June, N. W. Ayer & Son held a meeting in New York to warn representatives that the agency would bypass reps and negotiate directly with stations—if forced to do so in order to get the best possible broadcast buy for the agency's clients (AA, June 6). Lehn & Fink put a radio consultant on the road to buy bargain priced radio for Sti-Dex.

■ In its letter to stations, SRA stated that "we know of no advertising medium which has been able to adopt a dual rate policy without being discriminatory." Definitions as to who qualified for which rate are difficult, and the distinctions between retail and general business are narrowing, it was suggested. A transitional card as an intermediate step toward the single rate was recommended for station men who feel that they can't make the switch to a one-price-for-all policy at this time.

A couple of years ago the SRA attempted to put together a list of all the single-rate radio stations in the country. The project—like similar ones undertaken by others—was never completed. The list was out of date before it could be completed. It also was unreliable because of the broadcasters who identified themselves as single rate while selling double rate.

■ SRA has no estimates as to what percentages of the radio and tv stations do have a single rate policy. Among the reps with a sizable number of single rate stations on their lists, according to SRA, are the Blair companies, Katz Agency, H-R, Edward Petry & Co. and CBS and NBC spot sales.

In discussing this effort to take a giant step to restore advertiser and agency confidence in broadcasting price structure, Lawrence Webb, SRA managing director, said he did not blame the national advertisers who have been confused by radio-tv rate differential. "They are quite right to wonder why someone else should get lower rates than they," he said.

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Chancellor Konrad Adenauer turns West Germany's television channel over to a newly formed corporation, Deutschland Fernsehen ..... Page 50

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New Culprit Is Found for False Ads—the Weather

CHICAGO, Aug. 9—Two advertisers are in trouble with the federal government in connection with false advertising charges. But this case is different. The villain is the weather.

The advertisers are Pan American World Airways and Lufthansa German Airlines. The airlines frequently have their troubles with the weather, but this is possibly the first case in which advertising has become involved.

Both airlines have been advertising non-stop jet service to Europe from Chicago's O'Hare International Airport. Now the Civil Aeronautics Board charges that, despite the ads, the flights are not really non-stop, and CAB is launching an inquiry to find out why.

■ The answer is a double one. For one thing, the airport has been lengthening a runway for the jets; this will permit the jets to take off more heavily laden, and a heavy load of fuel is what makes non-stop flights to Europe possible. The runway lengthening was scheduled for completion June 4, and that's when the non-stop ads started. The construction workers still haven't finished the runway, however, and won't for at least another week. The reason given? Wet weather last fall, which delayed the early phases of the job and hence its completion.

Besides, warm weather this summer has contributed to keeping the airlines from making non-stop flights. For each degree of temperature increase above 59°, a plane's load must be decreased by 1,500 to 2,000 lbs. In practice this cuts down fuel capacity and, consequently, capacity to make long non-stop flights.

Lufthansa is luckier than Pan American. Its flight leaves the Chicago airport at 10:30 p.m; Pan American's leaves in the sweltering heat of mid-afternoon—at 3:30.

James Anton, director of CAB's bureau of enforcement, said that if the airlines cannot complete flights they advertise as non-stop without touching down at Gander or Shannon airports, they should put a disclaimer in their ads, citing the phenomenon nobody does anything about—the weather.

CAB CITES FOREIGN AIRLINES FOR AD TIE-INS

WASHINGTON, Aug. 11—The Civil Aeronautics Board has accused three European Airline companies of illegally swapping rides for advertising tie-ins.

The airlines were Lufthansa of Germany, Sabena of Belgium and Air France.

■ Mentioned in the complaints were Chesebrough-Pond's Inc., New York, maker of Seaforth men's toiletries; Jay Kaplan Advertising and its account; Esquire men's wear; tv packager Richard S. Robbins and the program "The Price is Right."

For example, the complaint charged Sabena gave free rides to the winners of "Pond's passport to paradise" contest in exchange for free plugs in the contest promotion.

Lufthansa was charged with cutting its prices for 17 outlets, mostly radio stations and newspapers. Air France and Sabena were each accused of dealing illegally with three companies.

Lufthansa was accused of trading transportation to a committee of the Washington Board of Trade in return for advertising in connection with the 1959 cherry blossom festival. #

FOR KEEPS—*New Du Pont Telar anti-freeze and summer coolant will be advertised on about 10,000 outdoor sites like this one being studied by Du Pont Ad Manager W. W. Carty (right), and J. C. Blackwood, assistant ad manager.*

Du Pont's Ad Plans for Telar Signal Start of Battle for Anti-Freeze Market

NEW YORK, Aug. 9—One of the hottest advertising battles since auto radiators first blew off their caps is boiling up for the fall. And among the first to pour its anti-freeze on these troubled waters is E. I. du Pont de Nemours & Co., Wilmington, which last week outlined the greatest ad campaign the company has ever undertaken to introduce a consumer product (AA, Aug. 8).

A multi-million-dollar budget is being invested in television, newspapers, radio, outdoor and point-of-sale advertising this fall to push Du Pont's new never-drain Telar anti-freeze and summer coolant.

The campaign is designed to wrest a share of the anti-freeze market dominated by Prestone, made by Union-Carbide Corp. and challenge Dow Chemical Co.'s new Dowgard, claimed by Dow to be the "first all-year cooling system."

■ At the moment, there is more hot air than cold figures to go by in assessing the advertising strategies the "big three" will follow. For the present, Prestone and Dowgard are keeping mum about their plans for their bid for the stakes in this $300,000,000-per-year retail sales market.

■ From Prestone, the only news is that the fall campaign will be announced around Labor Day. But the bulk of the advertising investment will go for conventional and time-tested Prestone. "We are prepared for any eventuality," Prestone said. "If they want long-life coolant, we'll sell it, too. We have it."

Du Pont's drive, according to W. W. Carty, advertising manager, "is a pretty fabulous campaign."

Unlike Dow Chemical, which al-

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Roberts, Mallis Agencies Unmerge

PHILADELPHIA, Aug. 9—Will and Frank Roberts, who merged their W. S. Roberts Inc. with George L. Mallis Inc., exactly a year ago, have decided to pick up their accounts and go their own way again.

While the Roberts brothers will continue to share offices with Mr. Mallis in the Broad Locust Bldg., they are operating as an independent corporation. Mr. Mallis is doing the same.

Franklin Roberts, exec vp of W. S. Roberts Inc., told ADVERTISING AGE the separation was completely amicable, but advertising circles here feel that the loss by Mallis of the Niagara Therapy Mfg. Corp. account in June was the cause of the separation. Niagara went to Meldrum & Fewsmith, Cleveland. This account, which billed about $1,000,000, comprised more than 90% of the business which belonged to Mr. Mallis.

He is believed to have several regional Niagara dealers and several other small accounts.

■ W. S. Roberts Inc., expects to bill nearly $500,000 during the coming year. Among its accounts are Broad Street Trust Co.; Finnaren & Haley Paint Stores; WCAU-TV; Broad Motors; Larner, Jennings, Mandel & Longstreth, a brokerage; Webber & Stuart, pharmaceuticals; Mutual Laundries of Philadelphia and the Philadelphia Grand Opera Co.

Mr. Mallis could not be reached for comment. #

Co-op Pages Offered On Regular Basis in Four Magazines

NEW YORK, Aug. 10—An offbeat magazine cooperative plan was offered to advertisers here this week by Nancy Sasser. Miss Sasser, who formerly conducted a "buy-lines" ad page in daily newspapers, has applied the cooperative formula to magazines.

According to her announcement, advertisers can sign up as participants in four-color spreads to appear monthly, starting in January, in *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal* and *McCall's*.

■ Miss Sasser, who has contracted for the space on her own, said the spreads would be subdivided to accommodate a maximum of six participating "spot" ads in each magazine. In addition, a perforated "finger-tip" recipe card printed back and front will be carried as inserts within the spreads.

Space and inserts are sold as a package in all four magazines and product participation is exclusive for advertisers signing for the full schedule. Combined circulation is over 22,000,000 monthly, according to Miss Sasser.

Rates for the 12 time schedule in the four magazines is $1,159,200; six time, $607,528, and three times, $312,613. Advertising in the section is commissionable to recognized agencies. #

Fawcett-Dearing Boosts Palmer

William E. Palmer has been appointed vp in charge of sales of Fawcett-Dearing Printing Co., with offices in New York. He joined the organization in 1955.

Do-A-Lots Names Small

Do-A-Lots, Brockton, Mass., has appointed William J. Small Advertising Agency, Boston, to handle advertising for its women and misses sportswear.

Bad Advertising Sets Up Business as Target for Attackers, Banzhaf Warns

Armstrong Cork Exec Says Ads Too Often Are 'Guileful, Ill-Mannered'

CHARLESTON, W. VA., Aug. 9—Max Banzhaf this week urged American business men to gain the offensive, to "stop rebutting and start presenting the fundamental principles of the American free enterprise system."

Mr. Banzhaf, director of advertising, promotion and pr of Armstrong Cork Co., presented his defense of the maligned American business man in a speech before the 34th annual convention of the National Industrial Stores Assn. last Sunday.

■ In discussing advertising, Mr. Banzhaf observed, "The most prominent face business shows to the public is selling, especially advertising, and I regret to say that this face is too often ill-mannered and guileful.

"Some of this is due to a malady that besets some people when they advertise. For some mysterious reason, a man who has complete integrity in every other respect seems compelled to say things in his advertising that he would never dream of saying in person.

"Yet day and night, advertising puts business constantly in the public's eye. And when it's irresponsible, in bad taste, deceptive, irritatingly repetitive, or even merely dull and pompous, it annoys people, confirms the bad reports they've heard and clouds their reasoning with emotion. This sets up business as a fine target

(Continued on Page 52)

Jocelyn, Russell, Dunnell, 5 Others Join Potts-Woodbury

KANSAS CITY, Aug. 10—Potts-Woodbury has beefed up its staff by hiring eight new members, three of them vps.

Glen Jocelyn, former creative director of Plough Inc., Memphis, is the new creative director as well as a vp. Before going to Plough he had been with Dancer-Fitzgerald-Sample; Earle Ludgin & Co., and Foote, Cone & Belding.

Ransom P. Dunnell is the new vp in charge of radio and tv. He also has worked for Norman, Craig & Kummel; Cunningham & Walsh, and D'Arcy Advertising Co.

■ Clarence Russell, the third new vp, came from Klau, Van Pietersom & Dunlap. He has also been with Beaumont & Hohman and with Olmstead & Foley.

New account supervisor is Jack MacDonald. He has been advertising manager of Cudahy Packing Co., Chicago, and previously held the same job with Oscar Mayer, in Madison. He also had been with Grant Advertising; Campbell-Mithun and John W. Shaw Advertising.

David Ault, new account executive, formerly was with the sales department of General Foods. Immediately before coming to Potts-Woodbury he was an account executive with Grant Advertising in Dallas.

New copywriters are Cyril J. Mullen, formerly with Pedlar & Ryan; Needham, Louis & Brorby, and Tatham-Laird; and Roy M. Parmenter, who has worked with Cunningham & Walsh; Compton Advertising, and Batten, Barton, Durstine & Osborn.

Returning to be art director is Richard P. Prezebel. Since leaving Potts-Woodbury his employers have included Campbell-Mithun. #

East-West Tension Stymies Moskovitch Sales in Syracuse

SYRACUSE, Aug. 9—The Russian-made Moskovitch automobile will not be sold in the U. S. until U-2 spy pilot Francis Powers is freed by the Soviets, according to Robert Castle, Syracuse automobile dealer.

"The Moskovitch is in Moscow until Mr. Khrushchev sends Mr. Powers home driving one," Mr. Castle said, in announcing suspension of the sale of the small cars. Mr. Castle said he expected to get $1,400 each for the 10,000 Russian cars he has contracted to import (AA, May 30).

He said fewer than 100 are in this country. He had expected to receive 500 more in June but cancelled the order because of the collapse of the summit conference, he said.

"Unfortunately, ours is a business tied in too closely with political trade winds and summit collapse," Mr. Castle asserted. #

Curtis to Open Ad Sales Office in London Sept. 20

PHILADELPHIA, Aug. 12—Curtis Publishing Co. announced plans to open a British and European advertising sales office for *The Saturday Evening Post* and *Holiday*. The new office will be located in London and will be opened about Sept. 20.

Keith Woodeson, formerly a member of *Holiday's* New York staff and since last January the manager of *Newsweek's* Geneva office, will return to Curtis as manager of the new London office.

■ In announcing plans for Curtis' first foreign advertising sales office, Edward C. Von Tress, senior vp and advertising director, said the move was prompted by indications that in the years immediately ahead there will be a constantly expanding interchange of goods between Europe and the U.S. He noted a growing trend by American companies to open European branches and moves by European companies to expand their American outlets. A number of American agencies have opened European offices.

"We expect the new office to be a definite stimulus to advertising; it will at all times stand ready to be of service to European advertisers with American interests and American advertisers with European interests," said Mr. Von Tress. #

Trager Rejoins Hazel Bishop

Millie Trager has rejoined Hazel Bishop Inc. as advertising-promotion manager, after an absence of four years. She was with the company from 1950 to 1956 and since then worked for Grey Advertising and, most recently, as a consultant to Columbia Pictures Inc.

Ross, Di Cio to Sage, Buker

Helen Ross, formerly on the promotion staff of *Glamour*, has joined Sage, Bukar & Larisch, New York, as copy chief. At the same time, Vincent Di Cio has joined the sales promotion agency as art director. He was formerly on the art staff of Fawcett Publications.

Bishopric Agency Merges with Dunlop in Caribbean Move

MIAMI, Aug. 9—For the second time in six months, Bishopric/Green/Fielden, the largest Florida-owned advertising agency, has announced a major expansion move, this one designed to make its operation international in scope.

Karl Bishopric, president, announced that the Jamaica agency of Gerry Dunlop & Associates has been merged into the Bishopric/Green organization through purchase of a substantial stock interest. The new acquisition affords the Miami agency a key Caribbean location.

■ Last February the company opened a northern Florida division, Radcliffe Advertising, Jacksonville.

The Jamaica affiliation will enable both agencies to expand their service to clients.

"With a division in Jamaica," Bishopric said, "we'll virtually be on the doorstep of our Caribbean advertisers who sell in the U.S.

"By the same token, we have a number of American clients whose interests are heavily centered in Jamaica and the surrounding islands. We expect to draw on the Dunlop agency's facilities and knowledge to serve these clients better and faster."

■ Dunlop clients also will reap the benefits of increased facilities, talent and special services, such as a complete radio-television-film department, available through the Bishopric agency.

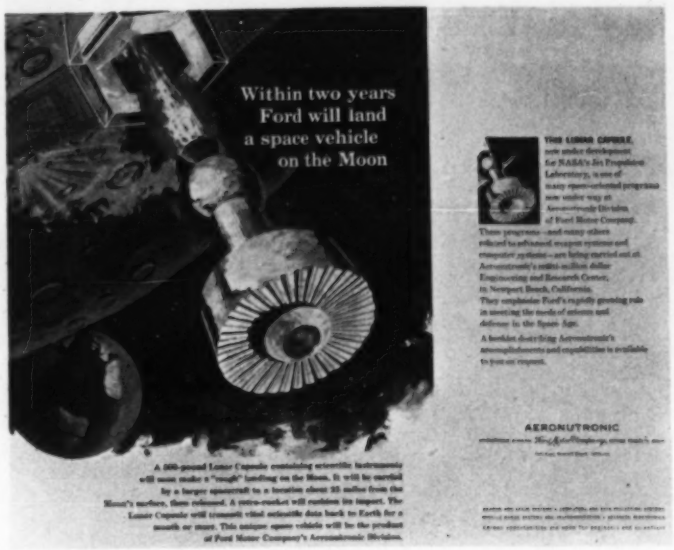
Moreover, through the new association, Dunlop automatically becomes a member of the Continental Advertising Agency Network, a 17-member nationwide network of agencies which work together to offer clients expanded coverage as needed.

The Dunlop organization is one of the largest and most active agencies on the island. Its 36 clients are headed by Colgate-Palmolive Ltd.; J. Wray & Nephew Ltd.; Jamacia Milk Products Ltd.; Desnoes & Geddes Ltd., and Martin's Tours.

Bishopric/Green/Fielden has grown steadily since its organization in 1947. The Miami agency's current annual billing is in the $4,000,000 bracket, and with the additional billing of the new affiliates, it will top the $5,000,000 mark, Mr. Bishopric indicated. Other principals of the agency are Jack I. Green, exec vp and creative director, and W. Arthur Fielden and Charles H. Whitebrook, vps. #

Time Inc. Boosts Adams

Charles A. Adams has been named general manager of the subscription service division of Time Inc. Mr. Adams, who will be based in Chicago, was formerly assistant to his predecessor, J. Edward King, who died recently.



FLIVVER ON THE MOON—*Aeronutronic Systems Inc., Los Angeles, has launched a corporate image campaign in electronic trade publications, using ads like this to tell the story of its activities in a series of diverse projects of research and development. Honig-Cooper & Harrington is the agency.*

British Workshop Visitor Sees Few Differences in Ads

CHICAGO, Aug. 11—In general, advertising problems and approaches in England and the U. S. are so similar that attendance at ADVERTISING AGE's Creative Workshop required no shifting of mental gears, Dennis Blairman, who flew over especially from London to attend workshop sessions, declared this week.

■ "Your techniques of reproduction are in general superior to ours," Mr. Blairman told AA, "and I am particularly impressed with your magazine color work. But I believe the British do a superior job with small space, particularly in newspapers, and I'm not sure we don't use commercial television more carefully than you do. Perhaps our smaller daily output of tv fare (our stations are on, usually, from 1 p.m. to 11:30 p.m.) makes it possible to provide fresher programs, less rambling, etc."

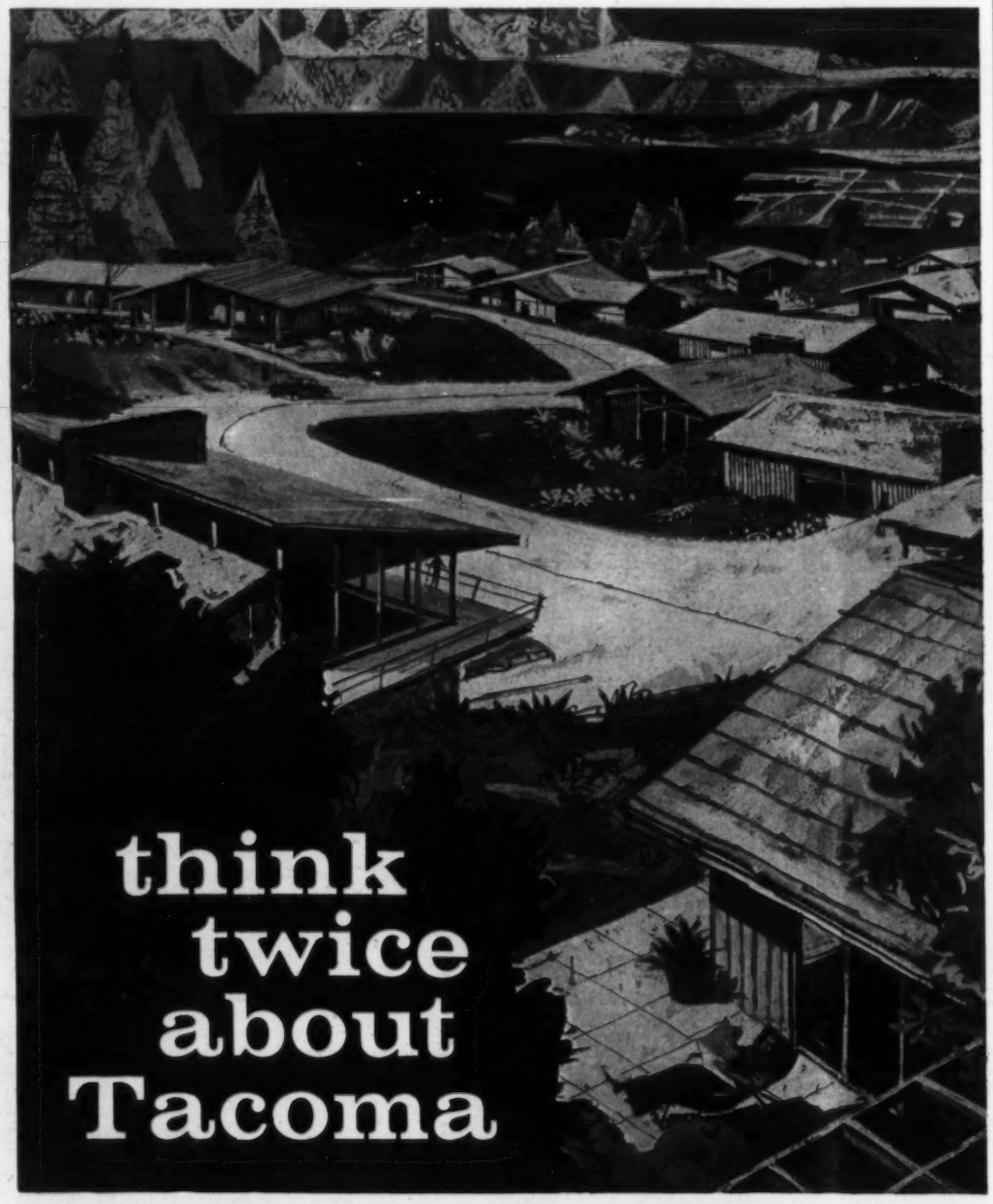
Mr. Blairman is one of four Erwin, Wasey executives who bought control of Crane Publicity Ltd., old-established London agency, in April of this year (AA, March 28). The agency is medium size, employing 65 people and billing approximately $3,000,000.

Declaring that marketers in the U. S. do not seem to appreciate the possibilities of England as a market for U. S. goods, Mr. Blairman declared that Britain probably represents the best market outside the U. S., and in addition is an effective springboard into the European market.

"Many Americans still think of us in Great Britain as completely primitive in an advertising and marketing sense," he said. "This is not true. The marketing and advertising operations are remarkably similar, and are getting more so every day." #

Galbo Rejoins Kelly, Nason

Vincent J. Galbo, formerly an account executive with Robert Conahay Inc., has rejoined Kelly, Nason, New York, as vp and account executive after an absence of seven years.



where things are happening to keep business good . . . *and make it better!*

All around Tacoma, everywhere you look, new homes are springing up—housing projects soon to be embellished with shopping centers, schools, churches. Things *are* happening in Tacoma, to keep business good and make it even *better*. Building permits ran well over $45 million this past year.

So, when you're planning a promotion—*think twice about Tacoma*. First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

THE "BIG THREE" TIMES SERVICE WEEKLIES

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WITHIN THE
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The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

McCormick Named President of Yankee Network

William M. McCormick has been named president of the Yankee network division of RKO General and general manager of RKO's Boston stations, WNAC and WNAC-TV. Mr. McCormick formerly was vp and sales director of WOR, New York, having been associated with this RKO station for the last 14 years.

Mr. McCormick will replace Norman Knight, who resigned to devote his full time to public affairs projects and to his private business interests. Mr. Knight owns WHEB, Portsmouth; WTSV, Claremont; WTSL, Hanover, N. H., and WEIM, Fitchburg, Mass.

OBM Names Heekin Senior VP

James R. Heekin, who joined Ogilvy, Benson & Mather, New York, in 1956, has been appointed a senior vp of the agency. Mr. Heekin, an account supervisor on Lever Bros., is the agency's fifth senior vp.

Bali Bra Ad Approach Shifts to Show Stitches

Bow Motif Retained but Deemphasized; Now It's Worn in Sylph's Hair

NEW YORK, Aug. 10—A year and one-half ago, Bali Brassiere Co. used a campaign picturing a woman clad, not in a bra, but in a giant bow. The theory was that girls should not appear in public in their bras. As the agency, Hockaday Associates, explained at the time, "It's neither ladylike, nor provocative advertising" (AA, March 9, '59).

Not a bra was shown in the ads; only the bow-garbed woman, leaping about with airy abandon.

SNOW—*This is the Sno-Flake Bali ad in the new series.*

The bow symbolized the structural bow which is a unique construction feature of Bali bras, and it became both the visual and the copy theme for retail ads, Bali boxes, price tags, package labeling, etc. It also helped tie up the largest package of bra sales "ever known in Bali's history, a neat 20% increase over previous records."

■ For fall, 1960, however, the agency decided that the bow theme was becoming slightly shopworn —and the client was becoming restive. He wanted to see his product in the ad—after all it involved hundreds of stitches and 40 to 50 separate sewing operations, and he wanted to display it.

The problem, then, was how to show the product in all its realism and yet avoid using a photograph of a girl "retouched to the point of ugliness and wearing this piece of geometry on her chest. We knew if we showed a girl wearing a bra it would do nothing for Bali," ADVERTISING AGE was told at the agency.

The solution turned out to be a series of fairytale-style watercolors, in which an elfin Bali girl—

FLOWERS—*This is the Flower Bali ad.*

clad only in a Bali bow, in her hair—is idling among flowers or a woodland dell, while birds and butterflies fetch her Bali bra.

The scenes derive from the names of various Bali bra styles —Flower Bali, Sno-Flake Bali, Sky Bali, Water-Bali. One style is featured in each ad, and the setting corresponds to the style name.

■ The colors are lush, and the over-all effect is of a painting, rather than a merchandise ad—but there, in the midst of this colorful fantasy, is the Bali bra, with every stitch showing.

The headline in each ad is, "Take beauty to your bosom with the Bali you love best." The copy is a brief two lines. For example: "Flower Bali, an enchanted bou-

BIRDS—*This is the Sky Bali ad.*

quet of lace that flatters your bosom as it holds and shapes and lifts." The copy ends with last year's ad theme, "Every Bali has a bow, and so do girls who wear them."

Originally the media schedule had called for *Mademoiselle, Harper's Bazaar, Vogue* and the *New York Times Magazine*, starting in September issues. Buyer reaction, however, has been so prompt and enthusiastic that the campaign is now being developed for newspaper r.o.p. color insertions in a few markets. #

"...the poster chairman? Oh, he's a young chap from one of the big Madison Avenue agencies!"

IT'S MORE THAN CAMPAIGN PROMISES that make so many advertisers vote for the Cincinnati Enquirer. It's campaign *results*. Your advertising campaign in the Daily Enquirer reaches the solid *market-that-matters* in this great and growing metropolitan area . . . the younger, larger, more active families that need more, earn more, spend more. Result? You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. A look at the latest Top Ten Brands survey will give you the whole story. Call or write The Enquirer's Research Department for your copy.

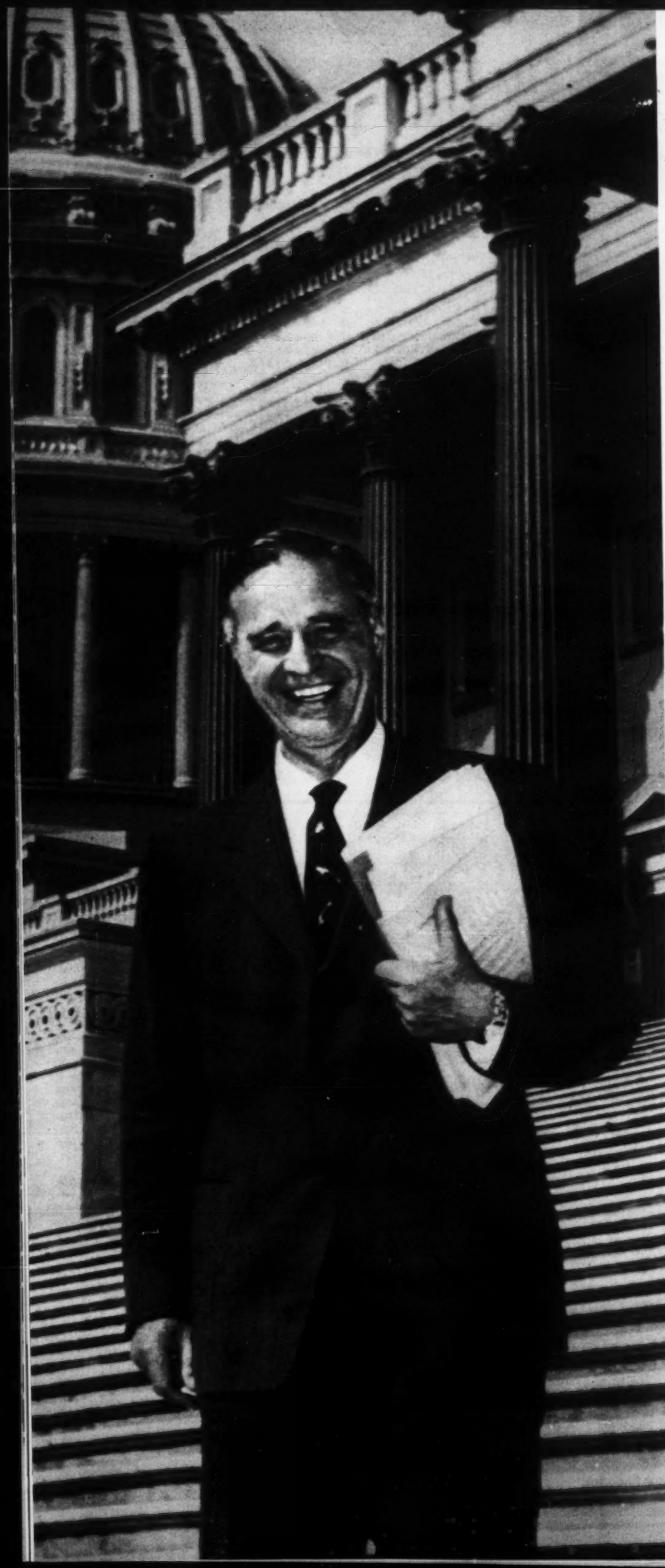
Represented by Moloney, Regan & Schmitt, Inc.

Wm. Underwood Boosts Two

Wm. Underwood Co., Watertown, Mass., food canner, has made two top promotions in the sales department. Thomas B. Mitchell will move up from eastern division sales manager to take the new position of assistant to James D. Wells, vp, marketing. Burton B. Hughes, western division sales manager, has been transferred from San Francisco to succeed Mr. Mitchell.

James Weathers Named

James Weathers, formerly general manager of the World Broadcasting System, has been appointed western division spot sales manager of the Economee division of Ziv-UA, New York, a new title. Mr. Weathers will work out of a California office.



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SENATOR PRESCOTT BUSH (Republican, Connecticut)—quoted extensively from the NATION'S BUSINESS *article "Action Now Can Stop Inflation" on the floor of the Senate, and put the entire feature into the Congressional Record.*

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Senator Bush—and many other congressmen—find NATION'S BUSINESS a source of sound, usable information on the way business is thinking about national issues, about events in Washington as they affect business, and about the course of business itself.

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Through its advertising pages, you can build a favorable corporate image for your company . . . create acceptance for its products . . . announce new policies and products . . . or produce leads and make direct sales or business calls on more of the nation's businessmen than you can reach with any other management magazine.

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to sell more of the nation's business

Nation's Business

ADVERTISING HEADQUARTERS / 711 THIRD AVE., NEW YORK 17

Adman in the News . . . Ira O. Shy

CHICAGO, Aug. 10—One of the first tasks for Ira O. Shy, newly named vp in charge of sales and merchandising activities at National Tea Co., is to become acquainted with the job.

Ira O. Shy

Mr. Shy's appointment came suddenly, following the accidental drowning of Val S. Bauman, who had held the post since 1953 (AA, Aug. 8).

"We will continue the same policies instituted by Val Bauman," Mr. Shy said this week. "I plan first to contact our branches, get acquainted with the people, and add to my knowledge of the operation."

In order to free Mr. Shy from some of his desk work, National has named William Brooks as assistant sales and advertising manager, and John O'Berry director of purchasing of foods and non-foods. Both are new positions.

Mr. Brooks was assistant sales manager for the Chicago branch, and Mr. O'Berry was in the merchandising department.

■ Mr. Shy formerly was vp in charge of five branches of National Tea. He and Mr. Bauman have one thing in common—both learned the supermarket business through long experience at the rival Kroger Co.

Mr. Bauman spent 13 years at Kroger, rising to sales and advertising director of the Fort Wayne branch. Mr. Shy's tenure was 22 years—from 1931 to 1953.

Mr. Shy started as a clerk in a Kroger store in St. Louis. He moved ahead rapidly, becoming store manager, supervisor, assistant sales manager, district manager and sales manager.

In 1942 he was named branch manager for Kroger in Peoria, and two years later took a similar post in Detroit. In 1949 he was named northern regional manager, in charge of 700 stores.

He left Kroger in 1953 to become branch manager for National in Detroit. He was named assistant to the vp of operations in November, 1956. A year later he was elected vp in charge of operations. His specific areas of responsibility were stores in Ohio, Wisconsin, Michigan, Minnesota, North Dakota, South Dakota, Nebraska and Iowa.

■ In his new post, Mr. Shy is in charge of sales, advertising, merchandising, purchasing and public and trade relations.

The company, with 903 stores, currently spends about $10,000,000 annually on advertising. About 65% of it goes into newspapers.

National Tea Co. operates a decentralized chain, with heads of the company's 12 branches determining ad expenditures and campaigns. The headquarters supplies newspaper ad mats, store signs and banners.

Mr. Shy told ADVERTISING AGE that, like his predecessor, he is a firm believer in nationally advertised brands, as opposed to private labels.

"Nationally-advertised brands are recognized," he said, "and we feel it is wise to take advantage of the pre-selling done by these manufacturers by featuring the items in our store. These brands also help attract new customers."

Private label brands at National account for less than 3% of the chain's annual sales volume, he said.

■ Mr. Shy was born in St. Louis in March, 1909, and was raised in Walnut Ridge, Ark. He attended St. Louis University. He lists golf, fishing, hunting and trap shooting as his hobbies. #

McCarthy to 'House Beautiful'

Gerald E. McCarthy, formerly with Moore Publishing Co., has joined the Cleveland sales staff of *House Beautiful*.

NEW STARTER RELEASE—*Western Tool & Stamping Co., Des Moines, will use this ad in hardware and farm implement trade magazines, beginning in September, to promote its new fingertip starter release on Homko rotary motors. Robert Haas Advertising, Chicago, is the agency.*

H&B American Buys 9 Jerrold Systems for $5,000,000

PHILADELPHIA, Aug. 10—Jerrold Electronics Corp., has sold nine community antenna systems and two microwave companies to H&B American Corp., Los Angeles, for approximately $5,000,000. The sale is subject to approval by Jerrold stockholders.

The sale of these systems is "not in any way related to a recent anti-trust decision, which denied the government's request that Jerrold be divested of its community antenna systems," according to the joint announcement of the transaction made by Milton J. Shapp, Jerrold president; Charles L. Glett, newly-appointed president of H&B American, and David E. Bright, H&B board chairman.

In this decision (AA, Aug. 1) the court agreed with the government that Jerrold had monopolized illegally by selling equipment to operators only if they agreed to buy subsequent parts and apparatus from Jerrold. U.S. District Judge Francis I. Van Dusen granted an injunction. New community antenna system acquisitions will have to be approved by the court during a three-year period from April 2, 1959.

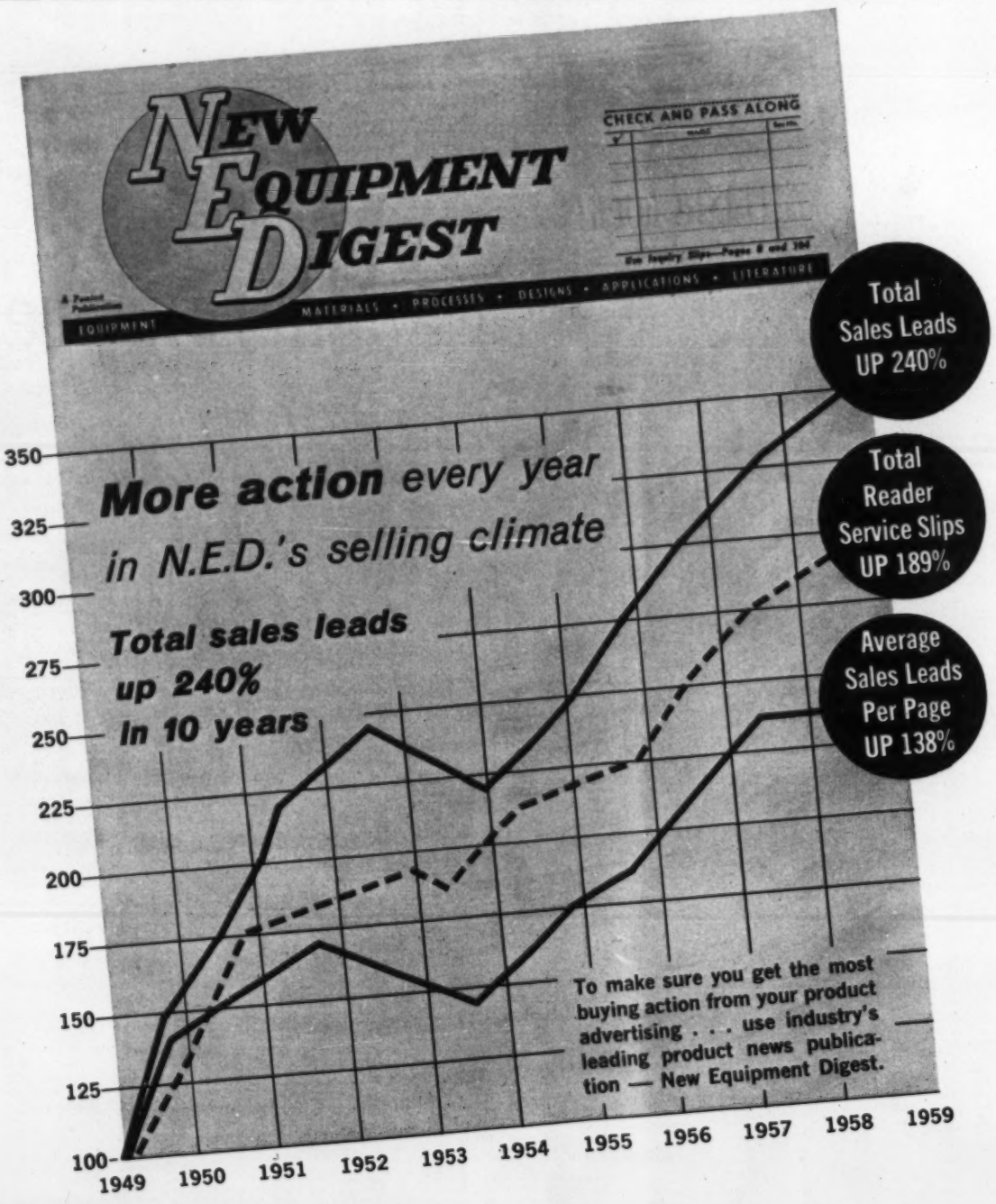
■ Mr. Shapp said funds from the sale will be applied to an expansion and diversification program which contemplates acquisition of community antenna systems and electronics companies specializing in industrial test and instrumentation equipment, audio and video communications systems and advanced electronic research.

■ H&B American operates a number of divisions in diversified industrial activities, including Transcontinent Communications Systems, a new subsidiary which will operate the newly-acquired community antenna systems. Other H&B divisions include Big Boy Mfg. Co., General Trading Co., and Quick-Way Shovel Co.

The nine community antenna systems sold by Jerrold are in Ukiah, Cal.; Ventnor, N.J.; Flagstaff, Ariz.; Pocatello, Ida.; Dubuque, Ia.; Florence, Ala., and Richland, Walla Walla and Wenatchee, Wash. #

Olympic Stained Names Kraft

Olympic Stained Products Co., Seattle, maker of wood stains, shingles and lumber, has appointed Kraft, Smith & Ehrig, Seattle, to handle its advertising. Morton & Stanton, Portland, was the previous agency.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Total Sales Leads UP 240%
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More action every year in N.E.D.'s selling climate
Total sales leads up 240% in 10 years
To make sure you get the most buying action from your product advertising . . . use industry's leading product news publication — New Equipment Digest.
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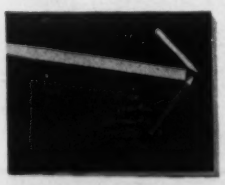

An up-to-date picture of industry's most important and most active buying group . . . what they read, the kinds of information they look for, how they like it presented. Also contains latest data on N.E.D. market coverage with proof of readership and advertising effectiveness in all industrial markets.

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NEW EQUIPMENT DIGEST

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The most important spokesmen for your company

. . . are often people not directly associated with it. They help create a favorable impression for your company or product just because there is no personal motivation.

Obviously, the more important these people are, the wider and deeper is their radiating influence. And the better informed they are, the more seriously will their well-articulated opinions be weighed and accepted by those who respect and emulate them.

Ideas and trends are initiated by these people. Selling efforts begin when you sell them first. And that's the simple and basic difference between a class audience and a mass audience. It is also among the reasons why more and more leading advertisers evaluate "U.S.News & World Report" as . . .

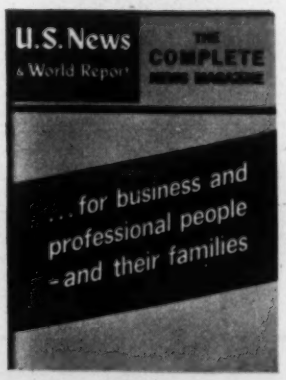
The most important magazine of all

Every week, throughout the year, this is the one magazine that concentrates its entire content on the important news of national and world affairs. This is news that America's most important people need and use in making personal and business decisions.

Its audience is not just readers, but leaders in business, industry, government, and the professions. All over the nation, "U.S.News & World Report" subscribers are active and outstanding in their community organizations: civic, church, service, social, etc. And as a further measure of radiating influence, "U.S.News & World Report" is rated (by definitive sources) as one of the most widely quoted magazines in America today.

Ask your advertising agency for the documented facts about this important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT



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Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y. • Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

Cities Service to L&N After 13 Years at Ellington

(Continued from Page 1)

ductions ranging from $28,000 in 1947 to $15,000 in 1951.)

■ Cities Service was remarkable among oil companies (in 1959 it was sixth in sales among U.S. oil companies, trailing Shell and leading Phillips) because of its large bulk sales. For many years it was a sponsor of the "Band of America." In recent years it has been heavy in spot, newspapers and outdoor.

Prior to the appointment of Ellington in 1947, Cities Service was with Lord & Thomas and its successor, Foote, Cone & Belding, for 21 years. The late Albert Lasker, head of Lord & Thomas, put Cities Service into network radio shortly after National Broadcasting Co. was formed in 1926. NBC's first president was Dean Aylesworth.

Behind the account shift was believed to be a fundamental change in the way Cities Service regarded its advertising. For many years Cities Service had treated its advertising in a rather institutional way. The indications now seem to be that the company will be much more aggressive, that it is placing more emphasis on its marketing department, and that it expects to get more from its advertising.

■ Cities Service's switch to Lennen & Newell is the latest in a series of agency shifts by a half-dozen oil companies in as many months. Oil marketers that have moved or are in the process of moving to other agencies are American Oil, Continental Oil, Mobil Oil, Shell Oil, Union Oil of California (broadcast only) and an institutional ad account of Standard Oil (New Jersey).

While it's difficult to pinpoint specific reasons for the recent rash of agency switches, it seems likely that the current restlessness of oil marketers is the result of a combination of problems faced by the industry.

■ One of these is the continued decline of oils on the stock market. The oil companies, caught in a classic supply-and-demand squeeze, have had a serious problem of oversupply which has resulted in large-scale price wars around the country, and in a general deterioration of the industry's basic price structure.

"Every oil company has suffered," said one industry adman. "Production catches up with demand. Stock prices start falling. Everybody gets jittery and starts yelling for action. The result is that the ad agency—whether the situation warrants it or not—gets canned."

■ Another and more obvious reason is simply that oil companies are seeking new approaches to the old problems of selling more gasoline and oil products—and the best way to get a new creative approach, the thinking goes, is to get a new agency.

An indication of one new approach in selling gasolines and oils came this week from James Bennett, chairman of the travel development committee of the American Petroleum Institute. Mr. Bennett, a former adman with Compton Advertising, said the industry—and individual oil marketers—are about to embark on a concentrated effort to broaden the gasoline market by (1) emphasizing travel and (2) pushing increased use of autos by consumers. He indicated that oil companies and their agencies will probably concentrate on "less octane and additive, and more travel copy" in their ads.

■ Despite high inventories and falling prices, the picture is not altogether bleak for the nation's oil companies. According to figures from the American Petroleum Institute, the nation's motorists are burning up gasoline in record quantities. Gasoline consumption over the past five years has climbed from an estimated 44.3 billion gallons in 1954 to 56.1 billion gallons in 1959. Introduction of the compact cars, however, is expected to put a brake on this record pace. According to a survey recently completed by General Motors, gasoline consumption by 1970 was formerly expected to reach 83 billion gallons. With the advent of the smaller-size auto, however, the projected figure for 1970 was revised downward to 76 billion gallons.

■ Another significant development in the oil industry is the consolidation by Standard of Indiana and Standard of New Jersey of their principal domestic marketing affiliates. Earlier this year, Jersey Standard announced the consolidation of its five major divisions—Esso Standard, Humble of Texas, Carter, Oklahoma and Pate oil companies—into a single major subsidiary, Humble Oil & Refining Co. of Delaware. The Jersey consolidation—although not affecting its agency relationship with McCann-Erickson—was significant in that it enabled the company to market its products under a single brand name on a national basis. Formerly, both Jersey and Indiana companies were prevented from using the "Standard" name or trademark outside of geographical boundaries imposed by Federal trust-busters almost 50 years ago.

■ In July, Standard Oil Co. (Indiana) followed Jersey's lead with a large-scale reorganization that combined its two domestic subsidiaries, American Oil Co. and Utah Oil Co., into a single subsidiary, American Oil Co.

Previously the company marketed Standard gas in the Midwest, Amoco Gas in the East and South, and Utoco gas in the Northwest. At the same time, the company moved national product advertising into D'Arcy Advertising, previous agency for the Standard brand alone.

■ The basic marketing fact behind these changes is that the oil business, after years as essentially a regional business, is now becoming a business of national marketing.

Where only Texaco has had national distribution and marketing outlets in all 50 states (as of June, 1960), Gulf, Mobil and Shell have been moving rapidly to fill their marketing gaps via a rapid program of station development and market expansion, and Humble and Standard of Indiana are both now free to make a bid for national business.

The attention of the oil business has been riveted on the West Coast situation where Phillips Petroleum Co. and Gulf are apparently locked in a battle to control Union Oil Co. Phillips, according to Hearst financial columnist Leslie Gould, Phillips now has more than 14% of Union's outstanding convertible to about 26% of Unshares, and Gulf has debentures ion's common stock. #

Chesebrough Shifts Products

Chesebrough-Pond's Inc., New York, has appointed Norman, Craig & Kummel to handle advertising for Pond's Angel Skin hand lotion and hand cream. Compton Advertising, the previous agency, has been assigned a new Chesebrough-Pond's test product, and will continue handling the Pertussin cough and cold remedy line and Seaforth men's toiletries. Norman, Craig already handles Vaseline hair tonic and cream hair tonic, Lip-Ice, Pond's High Lustre lipstick, Angel Touch liquid makeup and some new test products.

CBS First Half Income Drops

Consolidated net income for Columbia Broadcasting System, New York, dropped to $12,669,169 for the first six months of 1960, compared with $13,318,871 for the first half of 1959. The decline was attributed to increased operating costs. Net sales for the first six months of 1960 were up—$231,821,970, against $215,089,500 for the corresponding period last year.

Silver Roberson Campbell

JOINT AD EFFORT—*Miks Silver, J. T. Howard Advertising Agency, Raleigh, discusses plans for a Greenville-Washington market promotion with W. R. Roberson Jr., WITN, Washington, and A. Hartwell Campbell, WNCT, Greenville. The rival eastern North Carolina stations will run a series of business paper ads over the signature of both outlets.*

Brown to Handle Weed Stations in the South

DALLAS, Aug. 11—Clarke Brown Co. has announced its appointment to handle southern area representation for stations listed by Weed Radio & Television Corp. (AA, Aug. 1).

■ Though the Weed companies have bought stock in Clarke Brown Co., the Weed-Brown teamup is not a merger, as originally reported.

Mr. Brown, who becomes a vp in both Weed corporations, said the arrangement "in no way changes our operations as independent regional representatives. We will continue to represent selected stations throughout the South in our own firm name but will also be handling the full list of the Weed companies' stations in their names through all five Brown offices in Dallas, Houston, Denver, New Orleans and Atlanta."

■ For the past six years Brown had acted as the southern office for H-R Representatives, which has opened offices of its own in Atlanta and Dallas.

In New York, Joseph J. Weed, head of the Weed companies, said that the five Brown offices will, in effect, become Brown and Weed offices. The present Weed office in Atlanta will be absorbed into the Brown Atlanta office at 1182 W. Peachtree St. Manager of the Atlanta office will be Richard M. Walker, now assistant manager of Brown's office in that city. Jack Eisele, vp and manager of the Houston office, has been named director of mid-South operations for Brown and Weed. The personnel in the other Brown office remains the same.

■ Tying in the working arrangement further, Cornelius C. Weed Sr., Chicago Weed executive, has been appointed a vp of Clarke Brown Co.

In New York, the Weed companies announced that they are reopening a branch office in St. Louis, located at 7603 Forsythe Blvd. This office will be run by Jack Hetherington, formerly Dallas manager for McGavren TV. Two salesmen have been added to the Weed tv staff. They are: In New York, Joseph P. Foley, formerly with Avery-Knodel, and in Chicago, John (Jack) Carrigan, formerly a salesman at American Photocopy Equipment Co., Chicago.

DSI Fights Proposed Ad Restrictions by Virginia Board

RICHMOND, VA., Aug. 11—Proposals to ban color copy and limit the size of liquor ads in newspapers and magazines published in Virginia were viewed as a "needless and discriminatory penalty" by the Distilled Spirits Institute at hearings here today.

The regulations, proposed by the state alcoholic beverage control board, would also require prior approval of advertising copy by the board. The proposed regulations would limit the size of liquor ads to a quarter page.

Erwin B. Hock, field representative of DSI, told the board that "advertising is a service to the public and has a definite place in the American way of life. It also encourages competition, forces the producer to maintain the quality of his product, and insures the orderly distribution of the product so that it may be available upon demand."

■ Mr. Hock said DSI "had hoped that Virginia would join other states in the trend toward modernization and liberalization of laws . . . rather than continue or compound already overly restrictive and unnecessary laws."

He said the institute objected to the ban on color ads because "the use of color in newspaper advertising is a comparatively recent development and is looked upon as a modern and progressive step in that medium. "To our knowledge," Mr. Hock said, "only one state, Georgia, prohibits the use of color in newspaper advertising."

Other Georgia regulations forbid publication of liquor ads on Sunday, mention of price or holidays, and men and women pictured drinking together. Virginia, which sells liquor through state-owned stores, limits its liquor ads to a facsimile of the bottle or label. The state prohibits more than three brands in any one ad.

Mr. Hock said the restriction of liquor ads to a quarter page "has little or no relation to legal liquor control or the public welfare so long as the advertisement is not blatant, false or misleading, and conforms to a pattern of good taste and decency."

■ Most advertisers, he said, voluntarily restrict the size of their ads for the sake of good taste as well as economy. "Hence, we urge that this restriction should not be imposed on the industry.

"These restrictions, coupled together, constitute a needless and discriminatory penalty upon publications originating in Virginia," he said. "To impose further restrictions as proposed here today seems almost like Don Quixote tilting with windmills. The beneficiaries must necessarily be national publications originating outside Virginia to the detriment of the home industry."

Commenting on prior approval, Mr. Hock said DSI feels that it is unnecessary, "especially where the regulations as here are detailed and rigid. The remaining requirements, are, in our view, confusing and unnecessary."

The Virginia Liquor Board said that the restrictions have been the policy of the board for some time and the proposed regulations would merely make it official. #

ALLAN LEWIS

BUFFALO, Aug. 10—Allan L. Lewis, 52, sales manager of WGR-FM, died Aug. 7 in a Buffalo hospital. Mr. Lewis had been sales manager of the station about a year and one-half. He was a former chief announcer on WGR-AM and was a salesman before being named to the executive position.

$29,000,000 in Oil Companies' Account Shifts in 1960.

Account	To	From	Billings
Cities Service	Lennen & Newell	Ellington & Co.	$ 3,500,000
American Oil	D'Arcy	Joseph Katz Co. of New York	$5,000,000 - $6,000,000
Mobil Oil (general petroleum)	Compton	Stromberger, Lavene & McKenzie	$ 1,000,000
Shell Oil (except institutional and chemical accts.)	Ogilvy, Benson	J. Walter Thompson	$11,000,000
Shell of Canada	Ogilvy, Benson & Mather	J. Walter Thompson	$ 1,500,000
Standard Oil of N. J. (institutional)	————	Ogilvy, Benson & Mather	$ 1,000,000
Union Oil Co. of Cal. (broadcast only)	Young & Rubicam	Erwin, Wasey, Ruthrauff & Ryan	$ 3,000,000
Continental Oil	————	Benton & Bowles	$ 4,000,000

Sweeping across the optical image formed by the television camera lens, an electronic beam translates pinpoint dots of light into electronic signals.

These signals control the shading of corresponding points of light on the TV receiver screen, which is swept in like fashion by a similar beam. The result is a faithful reproduction of the original image.

Similarly, 35 Fairchild News Bureaus sweep the electronic industry scene. For a faithful, undistorted picture, industry engineers and executives turn to Electronic News.

sweep

sweep

sweep

Abrams Leaves Hudnut-DuBarry in Policy Hassle

(Continued from Page 1)

exec vp, Hudnut-DuBarry division. The company said it was "undecided" about Mr. Abrams' successor, but Mr. Kuenstler would head the division for the present.

■ Mr. Abrams was considering several job possibilities. Among them, he said, was the presidency of a $15,000,000 advertising agency, the presidency of a $20,000,000 agency and a one-half interest in a drug and toiletries business. "My first love is still advertising, but I also feel that I know how to manage a company," he said.

Explaining his resignation, he said: "I don't know anything more frustrating to a marketing man than to have a good test product and not get clearance. I really can't convey enough the sense of continued frustration."

Shortly after Mr. Abrams joined the company, Warner-Lambert brought in Pierre A. de Tarnowsky and subsequently made him vp in charge of consumer products divisions and a consultant on advertised packaged goods.

■ Mr. de Tarnowsky had been with Mead, Johnson & Co. as vp and general manager of the nutritional and pharmaceutical products division and before that he had been vp of marketing. Mr. Abrams reported to him.

Mr. Abrams' fast-paced, Revlon-trained methods stopped a declining sales and profits slide for his division and resulted in a flood of seven major new products, plus several other interests.

But there were mutterings about Mr. Abrams bending all his efforts toward beating Revlon, and comments that his spending policies were inconsistent with management objectives.

■ Mr. Abrams said this week that Mr. de Tarnowsky once told him: "George, you are an advertising and marketing man, you're not a management man. We wonder whether George Abrams will ever be a 'management-type man.'"

Mr. Abrams replied by pointing to a record 80% profits increase and 25% sales spurt during his first nine months in office; a 25% sales increase for the first half of 1960 and a forecast of a 17% sales and 45% profit boom for over-all 1960.

"What else is management but producing sales and profits and revitalizing a business?" he asked.

The conflict had been bubbling for several months, and the showdown occurred last week.

■ Asked for comment, Mr. de Tarnowsky indicated he would not engage in a public debate with Mr. Abrams and took refuge in an exchange of letters, both dated Aug. 8, in which he accepted Mr. Abrams' resignation and the usual amenities were voiced by both.

However, last fall (AA, Sept. 21) Mr. de Tarnowsky discussed new products and advertising expenditures at the annual marketing conference of the National Industrial Conference Board, and the comments he made then assume added significance this week.

Among them:

"No marketing man is happy to dwell too long on the power of the dollar in a competitive business.

"It's much more soothing to his ego to find modest ways to suggest that whatever products he has succeeded with have succeeded out of creative genius and brilliant management.

"Well, it's perfectly obvious that creative genius and managerial brilliance are very important factors in success. But if your competitor possesses them in equal measure, you're apt to end up dog-fighting with pressure tactics anyway.

■ "I have seen as many good products die shortly after birth from malnutrition as from any other single cause. By the time we have agonized a new product into existence, we are all sometimes tempted to believe in it so deeply that we think some force inherent in its own value assures its success. Many corporate-minded executives will literally talk themselves into believing that their pet product will succeed. They become so imbued, so product-minded, that they actually ignore the consumer's point of view.

"The sad fact, however, is that the public doesn't hold meetings, or form discussion groups, to consider the merits of our products. It doesn't eagerly seize upon our information and carefully consider our product's uses and benefits.

"The public has to be told and told and told. People have to be made to listen when they don't want to listen. They have to be made to understand when they don't want to understand. There isn't any piece of advertising copy that has ever been written that can sell merchandise without being seen or heard."

Mr. de Tarnowsky added that promotional power was not too important if a new product is wanted and "different from anything else in the world."

■ But in entering a highly competitive market, the amount of advertising will bear "an amazing relationship" to the share of sales, he said.

He cited the aspirin market and commented: "Don't expect a $5,000,000 advertising appropriation to buy a large segment of this market, when the entrenched opposition is already spending $8,000,000 to $10,000,000."

On the subject of competitive advertising, he declared: "If your competition is blatant and aggressive, you will simply have to be more intriguing and perhaps bombastic to stimulate the consumer into acceptance."

■ Mr. Abrams' resignation comes 18 months after his resignation as advertising vp of Revlon Inc. He started his business career as a reporter on a New Jersey newspaper, soon switching to advertising. Later he held positions with National Biscuit Co., Whitehall Pharmacal Co. and Eversharp Corp. He was vp in charge of advertising and sales with Block Drug Co. for eight years before joining Revlon in 1955. #

BE SOCIABLE?—*Just climbed up for a Pepsi! This bright-eyed and bushy-tailed figure making a minor adjustment on the Pepsi-Cola board in Miami was caught by a photographer who didn't realize that the top-most frond of a palm tree behind the board gave the man on the ladder a most squirrel-like appearance.*

Peak Anti-Freeze Increases Ads in Bid for More Sales

For other news on upcoming anti-freeze campaigns, see story on Page 3.

NEW YORK, Aug. 12—Houston Chemical Corp. is about to kick off the most intensive sales campaign in the history of its Peak anti-freeze brand. The company claims that its "permanent" anti-freeze is the "oldest product in the field."

Early last June, Houston Chemical, a wholly-owned subsidiary of Chatham-Reading Chemical Corp., New York, acquired the automotive products sold under the Peak tradename.

■ Houston has increased the anti-freeze sales force to 26 men grouped under three regional sales managers.

A major outdoor advertising effort will highlight the sales campaign. Houston plans to use outdoor posters in 173 metropolitan areas throughout the country, backed by outdoor bus display cards.

In addition, some spot radio, spot tv and newspaper advertisements will be used in selected areas. A nation-wide trade paper campaign will also be undertaken.

Fuller & Smith & Ross is the agency. #

Phelps Johnston Joins Don Kemper Co. as VP

Phelps Johnston, a former vp and director of Campbell-Mithun, has joined Don Kemper Co. as vp in charge of the agency's Chicago office and a member of the plans board. Robert Hilton, who last year was promoted to exec vp of Kemper, continues in residence in Chicago, but will devote more time to the agency's other offices in Dayton and New York. Mr. Johnston, who entered the agency business in 1937 as a copywriter with Batten, Barton, Durstine & Osborn, Chicago, joined Campbell-Mithun in 1951. He resigned from C-M this year.

Phelps Johnston

■ Mr. Kemper, agency president, told ADVERTISING AGE the new assignments are in line with the recent growth of the agency, which since the first of the year has acquired new business that brings current level of billings to $5,500,000.

CBS Radio May Drop Soapers, Use More News

NEW YORK, Aug. 12—Nothing has more graphically revealed the changing face of network radio than the news that the perennial soapers may be silenced.

■ CBS Radio, the last bastion of daytime dramas, is expected to discontinue the day-to-day chronicling of the fantastic adventures of "Ma Perkins," "Young Dr. Malone," "The Second Mrs. Burton," "The Couple Next Door" and the rest, at the end of the year.

The next program revision at CBS, calling for expansion of news and cancellation of some weekend and evening shows as well as the soap operas, has been approved by the CBS Radio affiliates board. Details of the proposed changes, which would seem to presage less network fare than the 50 hours or so now offered weekly, are being sent to stations. Final action on the changes will await the convening of the annual CBS Radio convention here Sept. 28 and 29.

■ Two years ago CBS Radio made a bold move in an effort to cut the heavy network deficit. The chosen technique was barter. CBS gets 30 affiliate hours free weekly for network sale in exchange for about 20 hours of free programming, primarily news and public affairs, provided to stations for local sale. This is a skeletal program schedule compared with the good old radio days. But it got the network out of the red ink.

In the past two years the network has concentrated on selling personalities shows—Arthur Godfrey, Garry Moore, Art Linkletter—daytime dramas, news and a few nighttime attractions. The personalities—one of the top selling attractions on the network—are expected to survive the shake-up. The seven daytime dramas currently have about 10 sponsors, none of which is in the soap business. There are plenty of availabilities in these shows.

■ But it's the modern radio philosophy of program flow rather than the sponsor considerations that has spelled the doom of the agony strips, which continue to draw pretty good ratings. Most stations these days concentrate on the creation of a local image; switching to a couple of hours of radio stories in the middle of the day breaks the mood pattern. What the affiliates, who are pushing the plans for a program revamping, prefer is more of that very saleable commodity—news. #

Andy Armstrong Will Join Compton as a Creative Director

Andrew Armstrong will join Compton Advertising, New York, on Oct. 1 as a creative director (the agency has about five of them), vp and creative department member of the plans board. Mr. Armstrong was vp in charge of accounts of Leo Burnett Co. until he retired to paint and teach in July, 1957.

Andy Armstrong

Mr. Armstrong also was a regular columnist in the feature section of ADVERTISING AGE from Oct. 7, 1957 to May 16, 1960, as author of the column "From an Art Director's Viewpoint."

Station Reps Urge Adoption of Single Rate

(Continued from Page 2)

As a result of the doubts created in the minds of buyers, who can never be sure that they are getting the best price, a number of advertisers have said, "To hell with radio, we'll spend our money some place else," Mr. Webb continued.

■ The full text of the SRA letter to stations follows:

"The Station Representative Assn. recognizes that the management of each radio or television station must decide its own rate policy. In the interest of broadcast advertising's further growth and development, however, SRA wishes to recommend a single rate policy for all spot broadcasting—one rate: a like charge for like services.

"Like charge for like services is, in fact, the intent of a clause in the AAAA contract which most agencies employ and to which broadcasters agree when they accept advertising on AAAA contract terms.

■ "We know of no advertising medium which has been able to adopt a dual rate policy without being discriminatory. Stations which employ both a 'retail' and a 'general' rate card have rarely succeeded in clarifying who belongs to which category. The difficulty may arise from the fact that the reasons supporting the distinction between 'retail' and 'general' rates which prevailed years ago no longer exist. National corporations nowadays do business in every locality. Their presence in every field of local business makes the demarcation between 'retail' and 'general' extremely hazy and difficult to define equitably. Agencies and their clients understandably express concern over the inconsistencies and injustices of unlike charges for like services in any medium in which these inequities occur, whether in radio, television or newspapers.

■ "We believe the adoption of a single rate standard would serve the best interests of advertisers and broadcasters alike. Many who have adopted the single rate card idea have increased both local and national revenue by developing carefully planned discount structures, pre-emptible availability plans, special service features and other refinements. The rule of like charge for like services, if employed by radio and television, can strengthen the position of all broadcast media to the eventual benefit of every station.

■ "For these reasons SRA unhesitatingly suggests that rate schedules be reexamined toward establishing, if a station does not already have one, a single rate policy. Stations which have a two rate policy which their managements feel cannot be changed to the single rate at this time may wish to consider a transitional rate card as an intermediate step toward the single rate policy. These stations and those managements who cannot now alter their dual rate position can relieve the broadcasting industry of confusion and embarrassment by making every effort to employ clear and unambiguous definitions of what is 'retail' and what is 'general' advertising. These definitions should, of course, be published as part of the rate schedules to which they apply." #

Have you ever read FACTORY's "Contents"?

Do it now, please. Why? because it will give you quick insight to what FACTORY does for the men who *run* manufacturing plants—and who must buy things to do it. It will show you that here is a publication that deals editorially only with the ideas and equipment *and* the management techniques needed by the men who manage manufacturing plant operations.

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Epitaph for an attitude helps Remington Rand improve methods.

How to Recruit and Hold Technical People *85*
Follow this step-by-step story to savings in recruiting costs.

Inside the Plant Maintenance and Engineering Show *88*
Last-minute report on equipment trends and management thinking.

The Incentive Audit *91*
Recent findings show how to corral runaway standards.

Are Your Words Getting Through? *95*
Use this chart to test your communications skills.

Light Touch for Lighting Maintenance *96*
Here's a handbook that will brighten your relamping operation.

Two New Ways to Measure Maintenance Efficiency *98*
Even an integrated production plant can use these methods.

Warehousing Today *101*
It's no longer production's stepchild.

Electric Railways Stage a Comeback *110*
Alcoa revives low-voltage intra-plant railway—proves it pays off.

Special Report on AIEE's Big 1960 Meeting *112*
Big news is computer simulation of production problems.

The Problem Manager—Who is he, what makes him tick? *113*
Understand him and you'll be better able to deal with him.

COVER STORY—Maintenance Incentives Do Work *226*
To prove the point, this company has already saved $150,000.

CASEBOOK...p. 185

Classroom on wheels eliminates the need for plant office space in which to conduct training at Rohr Aircraft (page 186) . . . Experts reveal their pet methods for **training maintenance supervisors** (page 190) . . . Simple, yet foolproof, **warning system ends threat** of costly pile-ups on the conveyor lines at Carling Brewing (page 194) . . . Read how United States Steel summons **maintenance men in a hurry** from anywhere in the plant—just by dialing in on a new two-way radio paging system (page 197).

NEWS

PRESS TIME REPORT: Looking Ahead in Business, Problem-Solving Guide, Cost Index of Plant Maintenance, and Looking Ahead in Labor ..... *after* 72
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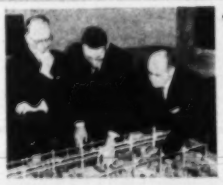
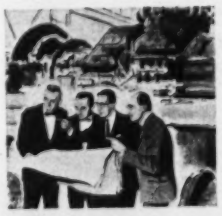
COMING NEXT MONTH



Managed Costs—How one plant management team uses the concept to trim manufacturing expense. **Production Counting**—Engineering and Technology Report No. 4 will help you solve the problem of getting accurate, fast, economical production data. **The Coming Marvels in Building Materials**—You'll be amazed at what the future has in store. **More Zip When You Sit**—Your plant meetings will be better run if you heed these tips from some of our country's dynamic young presidents.



THE COVER

Amid the vibrant color of the plant, DeLaval's Grove, Nurko, Jurgensen, and Hart (left to right) check progress of company's cost-smashing maintenance incentive plan.

Artist — Frank Lacano

FASTER READER SERVICE: All RS Card inquiries are now handled by electronic computer.

69TH YEAR OF PUBLICATION

March 1960 Vol. 118 No. 3

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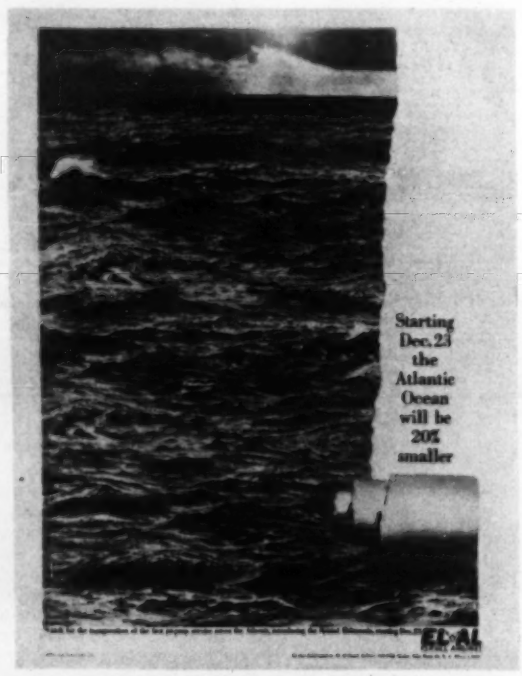

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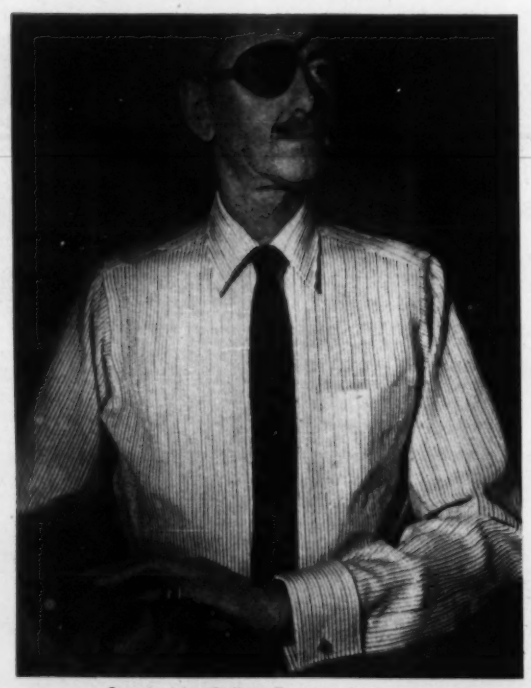
THE 10 BEST AD CAMPAIGNS OF THE LAST 10 YEARS



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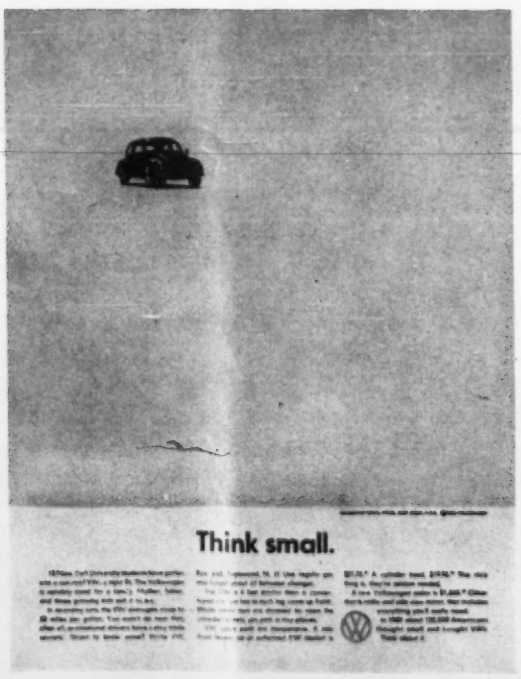

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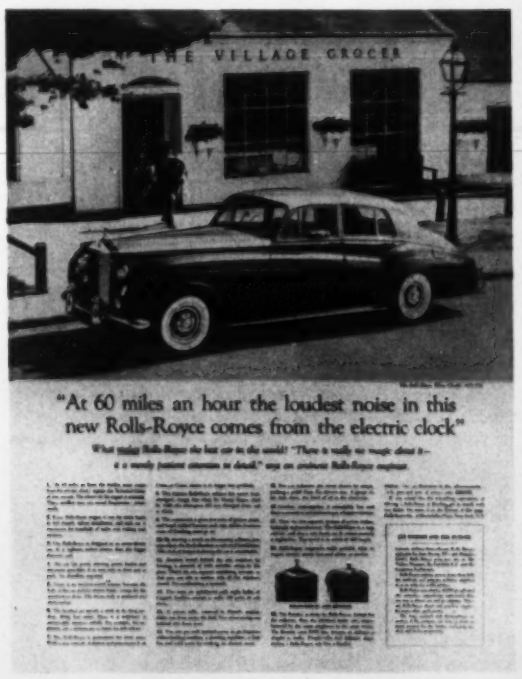
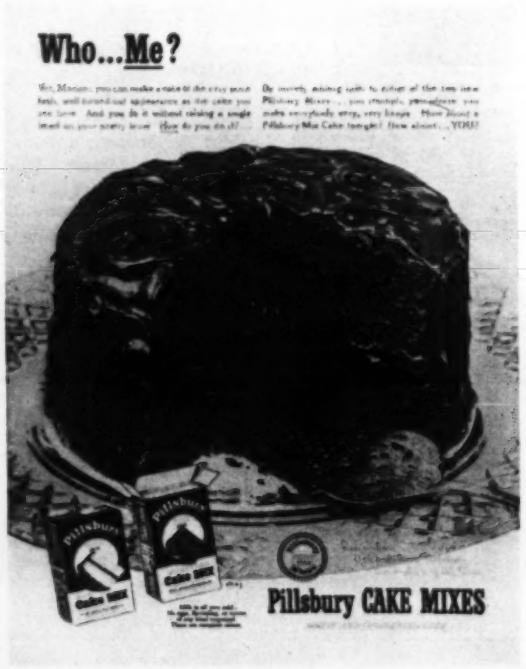
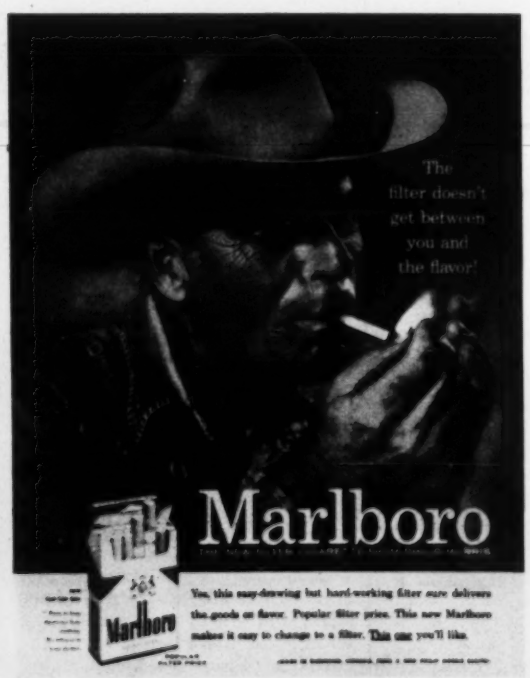


Created by Ogilvy, Benson & Mather

Created by Doyle Dane Bernbach



Created by Leo Burnett Co.



Created by Leo Burnett Co.

News Front, the management executive magazine, polled the creative directors of 100 leading advertising agencies. They named these 10 advertising campaigns as the greatest created in the last 10 years. "Each campaign," comments News Front, "was a sales success—but the success resulted more from creativity, a fresh idea and a fresh approach, than from the brute force of huge sales distribution facilities or unlimited budgets." That more and more companies appreciate this creative-power-to-influence is evidenced in the great strides made by the advertising agencies responsible for these winning campaigns. We are proud to be counted among them. We are prouder still to have created 4 of the top 10 campaigns.

DOYLE·DANE·BERNBACH

ADVERTISING · NEW YORK · CHICAGO · LOS ANGELES

CLIENTS: American Broadcasting Co., American Export Lines, Barton's, Buxton, Inc., The Chemstrand Corp., Chicopee Mills, Clairol Inc., Cole of Cal., Dreyfus & Co., Ekco Products, El Al Airlines, EverSweet Corp., 5 Day Labs., Forest Lawn, French Gov't Tourist Office, Glendale Knitting, A. Goodman & Sons, Great Western S. & L., Grolier Society, Holly Sugar, Hubley Mfg., Hunter Douglas, ILGWU, International Telephone & Telegraph Corp., Israel Tourist Office, Lane Company, Lawry's Products, Levy's Bread, Meinhard & Co., Melville Shoe Corp., National Fed. Coffee Growers of Colombia, Northrop Corp., Ohrbach's, Philip Morris, Inc., Polaroid Corp., Puritron Corp., Salada-Shirriff-Horsey, Sav-On Drug Stores, Schenley Industries, S & W Fine Foods, Venus Pen & Pencil Corp., Volkswagen of America, Wear-Right Gloves, Josiah Wedgwood & Sons, West End Brewing Co., Wilshire Oil Co., Yardley of London.

The Editorial Viewpoint . . .

Who's the Marketing Boss?

People in this business of marketing and advertising have good cause, often, to wonder who is actually running the show—who is really the boss.

This week, to dentifrice marketers in particular, it seemed clear that the Federal Trade Commission and the American Dental Assn. are running the show, or at least attempting to do so. Between them, they seem to have decided who is going to dominate the toothpaste market. The FTC has proclaimed that Colgate's Gardol story on television makes use of a brand new advertising device, "visual innuendo," and ain't agonna let 'em use it no more. The ADA, on the other hand, has decided that P&G's Crest is indeed a decay-preventing dentifrice and has endorsed it.

So, to all intents and purposes, marketing and advertising strategy have been removed from the hands of toothpaste makers and marketers, and put in the hands of FTC and ADA.

The ADA endorsement would seem more meaningful if the dental association did not have a rather shabby past in terms of its connection with dentifrices and advertising practices. But one thing seems inevitable at this moment:

There will be a tremendous amount of stannous fluoride added to toothpaste, for better or for worse.

Burnett Celebrates

Surely the most widely publicized anniversary in advertising agency history was that of Leo Burnett Co., which celebrated 25 years of existence as an advertising agency last week.

The agency bought advertising in several newspapers to publicize the event; the agency's employes bought advertising; and a good deal of publicity was generated.

To our minds, this is all to the good. The public at large learned about the anniversary of an advertising agency in much the same way that it is accustomed to learn about anniversaries of other businesses, and the image and stature of the advertising business undoubtedly were improved.

We particularly like the special ad Burnett ran last week, inviting Sen. Church, Gov. Brown of California and Gov. Stratton of Illinois, all of whom have said some unkind words about advertising, to spend a week with the agency and watch it work. "After that," says the ad, "you might like to apologize to the advertising business."

Not so incidentally, Leo Burnett Co. is one of the relatively small number of advertising agencies which is using advertising for its own purposes on a consistent basis. There are others, but by no means all agencies are consistent users of the medicine they sell so assiduously to others.

The time-worn argument one hears from agencies when one suggests that agencies, of all companies, should use advertising as an instrument of business policy, is that the copy problem throws them. They can presumably determine what to say for clients with little or no difficulty, but the problem of saying something for themselves absolutely stymies them.

This is a very sad state of affairs, indeed. With no sympathy whatever, we'd like to suggest that agencies that use it as an excuse for not taking their own medicine ought to be closely questioned by their clients on this strange inability to express themselves in print.

When 'Good Taste' Smells Fishy

The Sheraton Hotels, we are told in advertising, have won "the first Award of Good Taste" ever given for hotel guest accommodations by the American Institute of Approval—"a non-profit group, headed by Lady Malcolm Douglas-Hamilton, which counsels industry in matters of taste." The ad announcing this magnificent feat shows Lord and Lady Malcolm Douglas-Hamilton sitting in the "award-winning room" at the Sheraton-East Hotel.

Our opinion of awards of this character is, we believe understandably, not very high. Having gone through a rash of similar activities in recent years, including those of the Fashion Academy and the Charm Institute, to both of whose activities the FTC took exception, we can scarcely be expected to view a recurrence of award-presenting organizations of a private character, even if "non-profit," with pleasure.

This one annoys us for its sheer gall, however. If Lord and Lady Malcolm Douglas-Hamilton want to set up the British Institute of Approval, or to decide whether the British hotels and other commercial enterprises are exercising good taste, we are perfectly willing to let them do so. But we think it takes more than a little of something we don't like to have a lord and lady set up an operation which is supposed to judge the good taste of Americans.

If you don't mind, dear lord and lady, we'll go about making our own judgments in that field. And we'll even let you go into the business of judging good taste in this country if you want to; but we'll expect you to quit using those titles in your American operations.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He says his plan is to have an even flow of work for us . . . too much all the time!"

What They're Saying . . .

Pity the Poor Bakers

. . . One reason why we see so much liquor advertising is the simple fact that beer and other alcoholic beverages are about the only types of merchandise on which the profits are so huge that the manufacturers can afford tv regularly.

Tv is so expensive nowadays that a great many legitimate types of merchandise can't afford 15-minute or 30-minute shows, so they stop with what are called "spot announcements."

For example, a bottle of beer costs more than a big loaf of bread! Yet the beer is chiefly colored water, whereas the bread offers you a wholesome food with about half your entire day's requirements of calories.

The bakers and grocers make only a small profit on bread so they can't sink millions into tv advertising. But the brewers make such big profits that even when they pay their high taxes, they still can afford expensive tv shows and yet make a good profit.

—George W. Crane, Ph.D., M.D., in "The Worry Clinic," Sunday Republican, Waterbury, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

With Vice-President Nixon opening his drive for the Presidency in Hawaii, and Sen. Kennedy planning to be there soon, don't be surprised if the top campaign song turns out to be, "On the Beach at Waikiki."

•

Both Presidential candidates, *Glamour* reports, posed with America's best-dressed college girls.

It's a cinch they both know that women not only spend most of the money, but cast most of the votes.

•

The Sylvania Television Awards, among the most prized of all those bestowed, are being discontinued because the sponsors feel that incentive for program improvement is no longer needed.

But ask any award recipient if he ever gets too many of them.

•

The 25th anniversary of the Leo Burnett Co. brought back nostalgic memories of its start in 1935.

Since then a lot of apples have fallen off the trees.

•

Not only did the Burnett agency celebrate its 25th anniversary, but hearts there were gladdened when its softball team won the pennant in the Chicago advertising league.

•

Billy Martin, the Cincinnati second baseman, does so much better with his fists than with his bat that it looks as if he may have missed his vocation.

•

Everybody knows what's wrong with Westerns on tv, but there can't be very much wrong with "Gunsmoke," which like Old Man River keeps rolling along at the top of the Nielsen ratings.

•

"Purina Dog Chow spots show world from dog's eye view," the headline says.

Looks as if this kind of copy ought to get top readership in *Dog World*.

•

"The only thing we specialize in," remarks Campbell-Ewald, "is advertising. We even advertise ourselves."

And in a field where the shoemaker's children usually go barefoot, this is an important distinction.

•

"Please don't contact us direct, we're up to our necks in work," suggests Doyle Dane Bernbach, referring to five copy jobs advertised by their shop.

That kind of news should encourage any aspiring copywriter.

•

Those who attended the AA Summer Workshop and examined a wide variety of ads in print and broadcast media demonstrated once again that when it comes to finding weak spots, there's no critic of advertising quite so devastatingly frank as an advertising man.

COPY CUB.

Effective July 1960, Washington area Government employes were voted a 90 million dollar annual pay increase. Sixty-seven per cent of all Government employes read the Washington Post . . . more than read both other Washington newspapers combined.

Publication Research Service of Chicago, March, 1959

TOTAL ADVERTISING First Four Months, 1960 Media Records 6 and 7-Day Newspapers	
1. Los Angeles Times	25,981,850
2. Miami Herald	21,666,946
3. New York Times	20,754,359
4. Milwaukee Journal	18,136,167
5. Chicago Tribune	18,067,898
6. Cleveland Plain Dealer	16,253,556
7. The Washington Post	14,530,288
8. New Orleans Times-Pic	14,159,833
9. Washington Star	13,980,985
10. Phoenix Republic	13,828,286

FIRST IN WASHINGTON.
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

Selling to the Outdoors Sports Market?

Then you will want to know more about FISHING TACKLE TRADE NEWS—the National Business Publication Specializing in the Outdoor Sports Field.

While FTTN is only eight years old—our experience in outdoor sports advertising, merchandising and marketing goes back to 1931—nearly 30 years of continuous contact with the Outdoor Sports Market.

If you have a product that can be marketed through 10,441 specialized key retailers of outdoor sports products who regularly receive FTTN, and their 1,081 jobbers, we would like to talk to you. We can give you the benefit of our many years of experience in this field, of our numerous personal contacts among dealers, jobbers, sales agencies and salesmen. Write to Fred E. Owens, *publisher.*

FISHING TACKLE TRADE NEWS

P. O. Box 238, Wilmette, Ill.

Kroger Names Hawkes

Robert B. Hawkes has been appointed advertising and sales promotion manager of the Kansas City division of the Kroger Co. Prior to joining Kroger in 1959, Mr. Hawkes was assistant advertising manager of LaSalle Steel Co., Chicago. For the past six months, Mr. Hawkes has been with Kroger's Indianapolis division in an intensive senior management training program.

Talbot Co. Appoints

H. Talbot Co., Cincinnati, manufacturer of Talbot's Fabric Color, has appointed Ovesey & Straus, New York, to handle its advertising. The company is preparing to introduce Foam-Tone, an upholstery care product. The account was previously handled by Robert Acomb Inc.

McCloskey Joins Biddle

Burr McCloskey has joined the account executive staff of Biddle Co., Chicago. He formerly was vp and creative director of Warren Wetherell & Associates.

Check 'n Shop Bags Boost Sales in Test in N.Y. Supermarts

NEW YORK, Aug. 9—Free shopping bags with grocery checklists imprinted on them perked up sales and store traffic in a recent supermarket test.

The Check 'n Shop bags were tested for the eight weeks ended July 30 in 11 Spinner's supermarkets in Brooklyn and Queens. The bags, made of heavy 65-lb. white stock, were imprinted with shopping lists featuring both generic and brand names of groceries. The generic names were printed in black, while the brand names were in larger red capital letters.

All 11 store managers reported that sales of products advertised on the bags increased from 5% to 20% (up to 70% when advertised on the bags and also given special displays in the stores).

■ All the store managers said that store traffic had increased during the test period from 5% to 20%, with five reporting the increase at 10%. Four store managers reported that over-all sales had increased 10%, four noted 5% increases, two said they had noticed no difference and one made no estimate.

Herbert Kaufman, New York marketing consultant, is the originator and copyright holder on the bags. #

Olsen, Olshan, Hall Join DCSS

Kenneth S. Olshan, formerly with Batten, Barton, Durstine & Osborn, and Richard Olsen, formerly with William Esty Co., have joined the media department of Doherty, Clifford, Steers & Shenfield, New York, as senior space buyer and senior time buyer, respectively. Bates Hall, formerly with Nestle Co., has joined Doherty, Clifford as an account executive.

Ken Saco Associates Moves

Ken Saco Associates, New York, graphic design studio, has moved to 1 Rockefeller Plaza.

Boston Globe man prevents psychic trauma

NYAH, NYAH...MARVIN IS A NUDNICK! MARVIN IS A NUDNICK!
HERE NOW, LAD, WHAT SEEMS TO BE THE TROUBLE? WHY ARE YOU A NUDNICK?
THE OTHER GUYS CALL ME A NUDNICK BECAUSE THEIR HATS ARE MADE FROM THE MORNING EDITION OF THE BOSTON GLOBE, AND MINE IS MADE FROM THE EVENING EDITION. THEY SAY I'M DIVISIVE.
AH-HAH! THE YEARNING TO BELONG. REJECTION BY HIS PEER GROUP. BUT THE SOLUTION IS SIMPLE!
LAD, YOU GO TELL THOSE BOYS THAT THE MORNING EDITION OF THE GLOBE AND THE EVENING EDITION ARE ESSENTIALLY THE SAME PAPER. SAME FEATURES, COLUMNS, FUNNIES. ONLY THE NEWS CHANGES. SO YOUR HAT IS BASICALLY JUST LIKE THEIR HATS.
AND SO...
HURRAH! HURRAH! MARVIN IS SOCIALLY ACCEPTABLE! HURRAH! HURRAH! MARVIN IS ADJUSTED!

Today that boy is a space buyer in an important agency like yours. A happy space buyer. An adjusted space buyer. Because he always remembered that the Morning Edition of The Globe and the Evening Edition of The Globe are not really two papers but one. Therefore: an almost completely unduplicated audience. Therefore: fresh readers morning and night for your advertising message. Therefore: success for you. Therefore: more money, title, a gorgeous secretary. Think big when you buy space. Think Global.

The Boston Globe gives you more of everything

...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Farm Families South *GO!*

And they go in style—in the latest models of just about every automobile made. The Nielsen "C & D" counties* of the South spend about $5 BILLION annually in the retail automobile market. That's a huge 50% of the total for the entire South—accounting for more automobile dollars than any other "C & D" region.

A big reason for this big spending is the unique character of the South. Here, as nowhere else in the U. S., most families live in Nielson "C & D" counties—an estimated 7,797,300 households!

Magazines that provide balanced coverage of "A, B, C & D" counties outside the South are woefully inadequate in the South's "C & D" counties. For example, an automotive product—or any product—advertised in Life, Look and The Saturday Evening Post combined *misses 84% of The Progressive Farmer families.*

Schedule The Progressive Farmer first—and you reach 1,400,000 loyal subscriber-families with just *one* media buy!

*Nielsen "C&D" counties are counties with less than 100,000 population. "A&B" counties have more than 100,000 population.

More than 5,700,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

America's No. 1 FARM MAGAZINE in Pages of Advertising

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

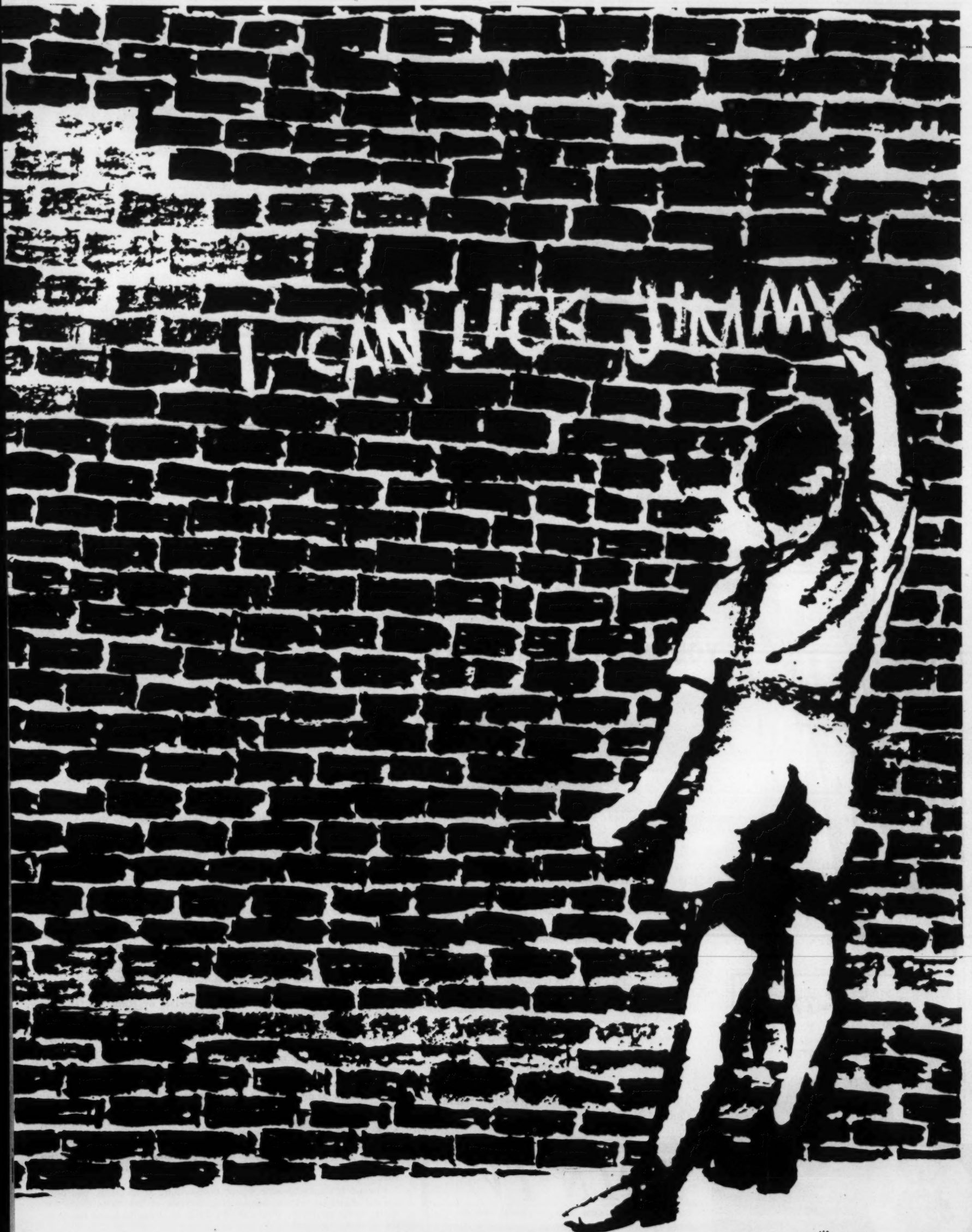
the Eighth of a series

That's telling 'em...

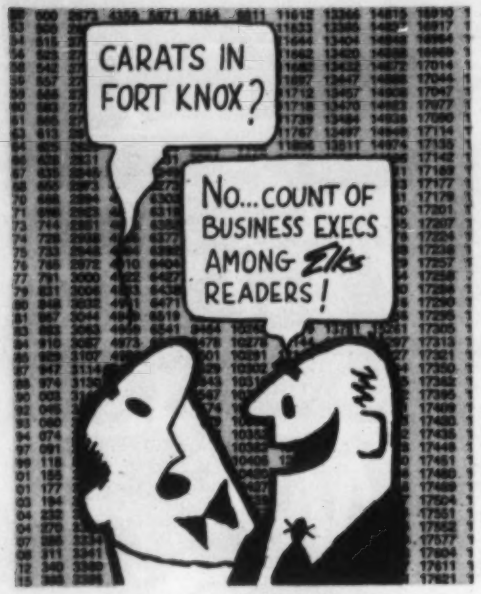
New Yorkers are never at a loss for words. They read nearly 8,000,000 newspapers a day (40 dailies, 57 foreign language)...and over 300,000 magazines. They can listen to 30 radio stations on their 11,000,000 sets; watch seven channels on 4,800,000 TV sets. In the five boroughs alone, New Yorkers borrow close to 30,000,000 books a year from public libraries and pay a mountain of pennies for overdues... have 4,415,000 telephones–just about as many as all of South America and Africa combined. There's more! New York advertising agencies create almost 40% of the nation's advertising . . . 2 billion dollars worth. Talk about words . . . New York is the world's word HQ.

Naturally, some people have a bigger say in the word world than others. And the best way to communicate with them is direct . . . through the Herald Tribune, "the market without waste." Every day the Trib talks to the richest concentration of families with $7,000-and-up incomes–the ones who can afford to listen and whom you can most easily sell at a profit. That's why the Trib carries the fourth largest volume of general advertising of all U. S. newspapers. You're missing plenty if you don't tell your story in the communicative New York **Herald Tribune**

• *Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491* • *Doyle & Hawley: Los Angeles DU 8-2328,*



San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898



Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7176 ... and explains why ELKS leads more ownership classifications than any other men's magazine reported.

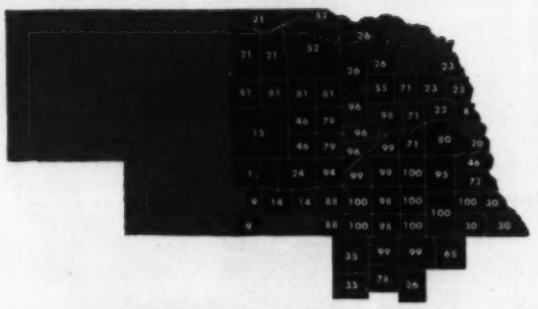
This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

A little digging will show you just how important Nebraska's *other* big market — Lincoln-Land — really is. A little more will show you how *well* and how *economically* it is covered by KOLN-TV.

Latest Nielsen credits KOLN-TV with 57,000 TV homes during prime 6 to 9 p.m. viewing time. Compare that with *any* Omaha station. Then compare cost-per-thousand figures to round out the picture.

Ask Avery-Knodel for the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV
1959
duPont Award
Winner

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

It's easy to spot an F&S&R man these days, now that bachelor buttons are in bloom. **Pete Van Akin,** a vp at Fuller & Smith & Ross, has been supplying the New York office with his homegrown blooms. The agency's receptionist, **Jeanne Roche,** keeps a vaseful on her desk and presents them to staffers each morning, as well as to agency visitors . . .

Also at F&S&R, **Peter Cardozo**'s Bantam book, "A Wonderful World for Children," is now in its third edition, with over 750,000 copies already in print. The book rounds up the many gifts for children which are available for the price of a postage stamp. Last year, Mr. Cardozo, radio-tv creative director at the agency, turned toymaker and produced some "People Puppets," which are also selling briskly . . .

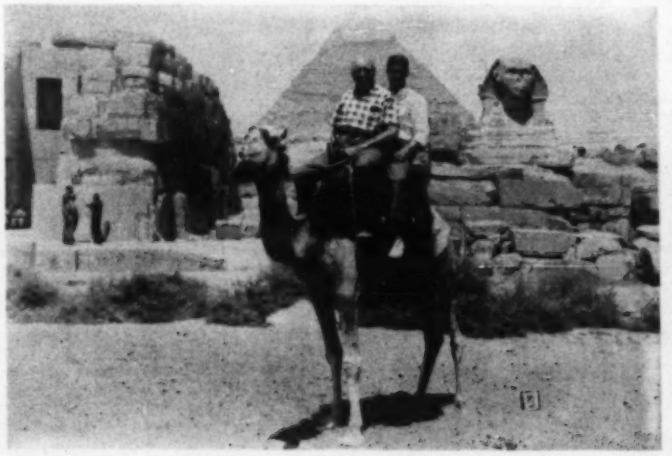
A 7 lb. boy, Steven, was born Aug. 2 to Joan and **Warren Schwed.** Father is vp and manager of the pr department of Grey Advertising, and Steven is the fifth arrival (third son) in the family . . .

Hope Bolles and Lawrence Bartlett Jr. were married July 20 in Nashua, N.H. The groom's father is **Lawrence Bartlett Sr.,** financial ad manager of *Newsweek,* and his grandfather is **William H. Eaton,** ex-chairman of the board of *American Home* . . .

Mr. and Mrs. Ely A. Landau have announced the birth of a son, Jon, July 23. Mr. Landau is chairman of the board of National Telefilm Associates and president of WNTA-TV. Mrs. Landau formerly was a senior vp at NTA . . .

Gauguin never had it so . . . To get up some art for Matson Line's ads, **Don Sternloff,** a new creative director at Fuller & Smith & Ross, San Francisco, took charge of a floating mobile creative F&S&R office aboard Matson liner, SS Mariposa which recently set out on a 42-day cruise from California to Tahiti, Australia, Fiji Islands, Pago Pago and Hawaii . . .

Clinton E. Frank, head of his own Chicago agency, was named Illinois chairman of the Overland Trek to be staged by Midwest Volunteers for Nixon Oct. 15. Nixon backers and caravan complete with Conestoga wagons, floats and antique cars will put on a rally in Springfield, Ill., commemorating Lincoln's election 100 years ago . . .



COULDN'T FIND A TAXI?—*Victor Bennett, head of his own New York agency, and son Ian, atop a camel, sightsee the Pyramid of Cheops and the Sphinx while in Cairo on a two-month, globe-circling trip.*

Headliners: **W. Frederic Clark,** Gray & Rogers, Philadelphia, named chairman of the 1961 Art Director of the Year competition of the National Society of Art Directors . . . **John Cowles,** president of the *Minneapolis Star & Tribune,* reelected to a six-year term on board of overseers of Harvard University . . . **Robert Van Riper,** director of information services, N. W. Ayer & Son, Philadelphia, will head pr policy committee of the United Fund for that area . . . **Lynn Martin,** sales and ad manager of the A&E Equipment Co., was named winner of the Oklahoma City Adclub's distinguished service award for his work with journalism and advertising students . . .

Off on a 'round the world tour is **Daniel Kops,** president of Radio Stations WAVZ, New Haven, Conn., and WTRY, Albany, N.Y., who as president of the Associated Press Broadcasters' Assn., will visit APB headquarters in Europe, South America, Asia and Africa . . .

New editions: **Bill Harder,** production vp, Fred Niles Productions Inc., Chicago, is the father of a new daughter, Janice Mary, born July 23. Mother is former **Frances Metelko,** ex-Niles staffer . . . **John J. White,** sales manager of Forjoe-TV, New York station representative, and wife, **Rosemary,** formerly with Dancer-Fitzgerald-Sample, are the parents of an 8 lb. 2 oz. son, Peter Anthony, born July 29 . . . William Charles, a first son and second child, was born July 17 to **James R. Doty,** advertising sales representative for *The Saturday Evening Post* in its Boston office, and wife, Barbara . . .

Harry Ackerman, vp of Screen Gems, New York, has been reelected national president of the Academy of Television Arts & Sciences . . .

Dorothy Reznikoff, a copywriter with J. Walter Thompson in New York for several years and now with the London office, will be married in the autumn to **Antoni Wygan,** with the Gillette Co. in London. Father of the bride is **George Tatman,** publisher of the *News-Examiner,* Connersville, Ind., whose daughter, Jane, was married Aug. 6 to Guy Connelly . . .

Elwood Whitney, senior vp of Foote, Cone & Belding, has been named chairman of the advertising division of the New York Arthritis & Rheumatism Foundation's 1960-'61 drive to raise funds in the advertising field . . .

Philip Schloss, vp of Vaughan Thain & Spencer, Chicago agency, was promoted to lieutenant colonel in the U. S. Marine Corps Reserve . . .

LOS ANGELES
CONTINUING
HOME
AUDIT
Year around in-the-house measurement of buying habits in Los Angeles County since 1945
YOU CAN RELY ON THE CONTINUING HOME AUDIT FOR ACCURATE, IMPARTIAL INFORMATION ABOUT THE LOS ANGELES MARKET AND ITS NEWSPAPERS
With a 15-year history of scientific, independent in-the-home interviews, the Los Angeles Continuing Home Audit has gained the confidence of advertisers everywhere. 1,000 different families are interviewed every other month—90,000 to date. The interviews are conducted by Facts Consolidated, a respected independent research organization. Results of the Los Angeles Continuing Home Audit show competitive standings of products and analyze newspaper readership in America's 2nd largest market.

The Mirror News is 2nd in Los Angeles in coverage of families owning homes

Of all the factors measured by the Los Angeles Continuing Home Audit, home ownership is probably most significant to most advertisers. The home ownership gauge pinpoints stability, ability to buy and desire to buy. In this category, The Mirror News is second among Los Angeles weekday metropolitan newspapers—first in the evening field and second only to the morning Times.

The Audit's figures for the full year of 1959 show that 163,287 Mirror News families own their homes. This is 4,982 more than the third paper; 16,619 more than the fourth paper.

This picture of The Mirror News' second position in an important area is magnified by further findings of the Los Angeles Continuing Home Audit: Mirror News families are well educated, with one out of three having had some college. This puts this newspaper in second position in the Los Angeles weekday metropolitan field.

Mirror News families have high incomes. In both the $5,000 or more per year and the $10,000 or more per year brackets, The Mirror News places second among Los Angeles weekday metropolitan papers.

The Mirror News scores some notable "firsts" in the Home Audit findings. More than 75% of Mirror News families have homemakers who are under 49 years old. This percentage is the greatest among all papers in the field. Additionally, 65% of Mirror News families have children who are 18 years of age and younger. This is 10% more than any other Los Angeles weekday metropolitan paper can provide.

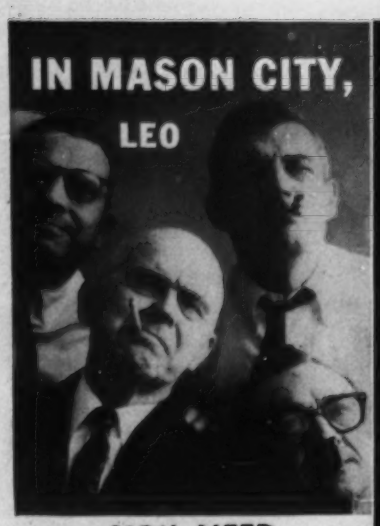
If you would like a complimentary book with many more details from the Los Angeles Home Audit, a note or call to the Mirror News Promotion Department or any O'Mara & Ormsbee office will bring it to you.

Largest Evening
Home Delivered Circulation
in the West

LOS ANGELES EVENING
MIRROR NEWS

A Quality Newspaper Edited to Merit the Respect of Its Readers

NORMAN CHANDLER, PRESIDENT, THE TIMES-MIRROR COMPANY
Represented by O'Mara & Ormsbee — New York, Chicago, Detroit and San Francisco



KGLO ALMOST 10 TIMES THE TOTAL AUDIENCE OF THE SECOND STATION*

• LEADS IN 33 OF 36 RATED HALF HOUR PERIODS

* Pulse—October 1959 NCS #2

KGLO RADIO one of the FORWARD GROUP

KGLO KGLO-TV WMTV KEYC-TV KHQA-TV WIAD

MASON CITY, IOWA

Branham Co. National Reps.

Schenley Industries Runs Bourbon Drive in Indiana

Schenley Industries currently is running a heavy newspaper introductory drive in Indiana for its new 86 proof straight bourbon, Certified Bourbon by Schenley. The new brand is made at Schenley's Lawrenceburg, Ind., distillery, in the "blue grass oval" of Kentucky-Indiana, and is billed as the "first bourbon to earn the new Indiana stamp of certification."

A national ad program is expected to get under way over the next two months. Doyle Dane Bernbach Inc. is the agency.

WPN Directory Published

The 1960 edition of the "Directory of Advertising Agency Personnel & Data" has been published by World Press News & Advertisers' Review, P. O. Box 69, 9-10 Old Bailey, London. The directory covers England, Wales, Scotland, Northern Ireland, Republic of Ireland, Isle of Man and Channel Islands.

Nielsen's New Pocketpiece Reflects Changing TV Pattern

NEW YORK, Aug. 9—That much consulted Nielsen network tv rating pocketpiece is out in a new format. Among the changes effective with the first July report:

• **1.** Pages now show two separate weeks of program audience data instead of two-week averages. This revision was made to provide information on alternate week programs, co-sponsored shows, specials, pre-emptions, etc.

• **2.** Quarter-hour ratings as well as over-all ratings are included. This is an effort to show audience "buildup" or "drop-off" during a show, and to provide for a more precise appraisal of competitive programming, particularly when the competition changes within the duration of a program.

• **3.** Program ratings are expressed on a basis of total U. S. tv homes, rather than in percentage of tv homes falling within the coverage area of each program—that is, on a program-station basis. This means, the research company explained, that "percented as well as projected figures are directly comparable from program to program and present the net result of all factors that determine the size of a program's audience—station facilities, as well as time of day, competition, popularity." This revision will not affect audience figures reported in terms of number of homes reached.

• **4.** An optional feature in the revised pocketpiece is a 51-market tv rating report.

• **5.** The published list of leaders will be expanded; the Nielsen top ten programs will be replaced by the top 15.

■ Point No. 3 is the change that is most likely to be greeted with a mixed reception. Basing the program rating on total tv homes rather than the homes falling within the coverage area of each program makes the rating competition tougher for shows with weak lineups. It probably will not be welcomed by American Broadcasting Co., which still has problems with live clearances in some two-station markets.

Nielsen defends the move with this explanation: "Today, with longer station lineups, overlapping tv service from affiliates of the same network, and almost universal tv ownership, program-station basis no longer serves its intended purpose of eliminating coverage as a variable when evaluating program performance.

"The original direct relationship between coverage and delivered audience no longer exists. For example, it is possible to achieve 90% coverage using 70 stations. Adding another 100 stations will increase coverage to about 97%. The original 70 stations achieving 90% coverage will deliver only 65% of the 170 station lineup audience. In other words, although the addition of 100 stations increases coverage by only 7%, it increases delivered audience by 35%."

■ For a precise program popularity comparison, independent of the influence of coverage, Nielsen recommends the use of its 24-market ratings, where all three networks get a fair shake at live clearances. This report will continue unchanged. #

Beaudry Joins Richardson

Laurent A. Beaudry has joined Richardson, Thomas & Bushman, Philadelphia, as account executive. Mr. Beaudry was formerly supervisor of advertising of the wet process industries for Brown instruments division, Minneapolis-Honeywell Regulator Co.

Get copies you can do things with!

Verifax copies are delivered dry, complete, and on bond-type paper.

Need copies for your own use . . . or to pass on to someone else to use? Such copies are most usable by all concerned when they look and feel like good letterheads . . . are as easy to read, handle, file, mail or write on . . . and are as accurate and as lasting as the original. Reason enough, therefore, to want Verifax copies!

See how your secretary can whisk out 5 Verifax copies in 1 minute for 2½¢ each. Phone local Verifax dealer (see Yellow Pages under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y., for booklet describing all Verifax copier models.

Prices quoted are manufacturer's suggested prices and are subject to change without notice.

VERIFAX BANTAM COPIER Model A shown above ONLY $99.50

Other models to $425

Verifax Copying DOES MORE...COSTS LESS...MISSES NOTHING

Kodak TRADE MARK

BIG THINGS HAPPENED

when Cluett, Peabody attached color swatches of their new Arrow "Air Male" summer shirts to an exclusive 3-page ad in The Saturday Evening Post. On the next two pages you'll read all about the big, big sellout that took place in stores all over the country!

One Arrow shirt ad...one time in the

SELLOUT. " . . . 'Air Males' most successful summer shirt program in many years . . . swatched *Post* advertisement caused sellout..." *George Greenwald, Frankenberger and Co., Charleston, West Virginia.*

SELLOUT. "...On our original order we purchased 1,056 shirts and in a five-day selling period we were forced to re-order the shirts . . . " *William E. Heaton, Vice President, Scruggs-Vandervoort-Barney, Inc., St. Louis, Missouri.*

SELLOUT. " . . . Immediate sellout . . . would be eager to tie in with any similar promotion . . . " *Jack Stromberg, Men's Wear, Albuquerque, New Mexico.*

SELLOUT. " . . . Advertisement in May *Post* created a demand we are still enjoying . . . promotion like this is bellwether for entire men's industry..." *Chris Schutz, President, Kleinhans Co., Buffalo, New York.*

SELLOUT. " . . . Not only created excitement, but produced sales to the tune of 65 dozen shirts in a matter of days . . . mainly because of the excitement produced by the unusual ad with swatches that appeared in the *Post* . . . " *Chester K. Goldberg, Hanny's, Phoenix, Arizona.*

SELLOUT. "...Your swatch ad was a wonderful idea. We had a complete sellout of merchandise..." *A. H. Culpepper, Smith and Weltons, Norfolk, Virginia.*

SELLOUT. " . . . We had more response from your three pages than any other national ad in our men's wear de-

Post...produced these "sellout" results!

Photographed at Stern's Department Store, New York City

partments . . ." *Simon K. Marx, Vice President, Godchaux's, New Orleans, Louisiana.*

SELLOUT. " . . . One of the finest promotional ads ever featured in any national magazine or newspaper. The shirts were a complete sellout for us . . ." *B. Powell Bickley, Bluestein's, Port Arthur, Texas.*

"Greatest number of lightweight shirts we ever sold," says Cluett, Peabody. "This marketing program was one of the most successful in the history of the company. The Post proved again its power to get people into stores."

Small wonder Cluett, Peabody picked the Post. Post readers are *young* readers. They have the *highest median income* of all readers in the general-weekly field. The Post's *dual readership* sells millions of women readers who shop for men. And advertisers know that an ad in one issue of the Post is exposed 30,861,000 times to Post-Influentials.

Want a sellout for *your* product? Remember—the proved way to move merchandise is The Saturday Evening Post—America's favorite family magazine. Ask Sylvania! Ask Chun King! Ask Scott Paper!

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Bloomington-Normal, Illinois -- The Golden Market Area

MAIN STREET 79½ MILES WIDE

- 178,000 prosperous people
- Incomes 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

GOLD: for the taking from Illinois' richest counties. Made-to-order market smack in the middle of the golden central Illinois corn belt. Unique seven county area is literally a cross section of America. The perfect test area set-up. Blanketed by a single advertising medium . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

BLOOMINGTON-NORMAL, ILLINOIS **PANTAGRAPH**

Represented by: Ward-Griffith Co., Inc.

Washington AMA Unit Elects

Dr. J. Allan Cook, professor of marketing at the University of Maryland, has been elected president of the Washington chapter of the American Marketing Assn. Other officers elected are Dr. Raymond Hoecker, head of the wholesaling and retailing division of the U.S. Department of Agriculture, vp; Ralph G. Gillen, associate of McKinsey Inc., secretary, and Bernard A. Fienkiewicz, executive secretary of the Air Conditioning & Refrigerator Institute, treasurer.

Watson-Manning Names Smith

Wallace F. Smith, formerly director of advertising and sales promotion of Waterman-Bic Pen Co., Seymour, Conn., has been named vp of Watson-Manning Advertising, Stratford, Conn., specialist in technical industrial marketing. Mr. Smith will be in charge of developing new business, and will serve on the plans and marketing board.

Australia Buy Puts Benson at $40,000,000 Level

LONDON, Aug. 9—S. H. Benson Ltd., one of the "big three" in the British agency world, has invaded Australia, with the acquisition of a financial interest in United Service Publicity, Melbourne.

United Service is believed to be the largest agency in Melbourne and the fifth largest in Australia.

The Melbourne agency will operate now under the name, USP-Benson Pty. Ltd., with the London agency represented on the board.

Negotiations for the merger were conducted by D. A. Bain, managing director of Benson, and Owen Houchen, 52-year-old New Zealander, who was named chairman of S. H. Benson International only two months ago. Both are now on a tour, visiting Australia, Singapore, Hong Kong and Bangkok.

The USP deal will jump Benson's total billings past the $40,000,000 mark. One of Britain's fastest growing agencies, Benson billed about $23,000,000 in 1959, ranking third behind London Press Exchange and J. Walter Thompson Co. However, Benson owns three other independently operated agencies in Britain with combined billings of $9,000,000.

■ In addition, Benson did about $3,000,000 of international business last year. It has three offices in India, under the Bomas name; it is represented in Singapore and Kuala Lumpur by Masters Ltd.; it has a Nairobi subsidiary, S. H. Benson (Africa) Ltd. and it has an interest in Radar Pubblicita, Milan.

Also, Benson is, of course, one of the founding partners of Ogilvy, Benson & Mather, New York.

The USP-Benson tieup is the latest in a series of far-reaching changes in the Australian agency business. Last year McCann-Erickson moved in with the acquisition of Hansen-Rubensohn, the country's third largest agency. Last month Benton & Bowles signed a reciprocal agreement with Jackson, Wain & Co., the country's fourth largest shop. And, in between these moves, Australian agencies themselves have been merging. #

Montgomery Ward Stores to Tie-in Drives with 'Life' Ad

Approximately 1,200 Montgomery Ward & Co. retail and catalog stores will tie-in their "back-to-school" sales promotion campaigns to a four-page gatefold on the inside front cover of *Life* Aug. 29. In addition to featuring "back-to-school" merchandise, the Ward *Life* ad also will announce a contest in which three sets of expense-paid trips to Europe will be awarded to the winning grade school, high school and college students and their guardians.

Student entries will be judged for the best 25-word statement on "Why I like to shop at Wards." Entry blanks and contest details will be available at Ward stores. Contest closes Sept. 15.

AB-PT Plans New Office

American Broadcasting-Paramount Theaters, New York, plans to construct new offices and studios on Columbus Ave., between 66th and 67th Sts., the building to cover most of the square block. The company will demolish its present office at 7 W. 66th St., located in the area to be renovated. Construction is scheduled to begin in 1965. Size of the building is not determined yet, but it will house all of the AB-PT offices and some ABC studios.

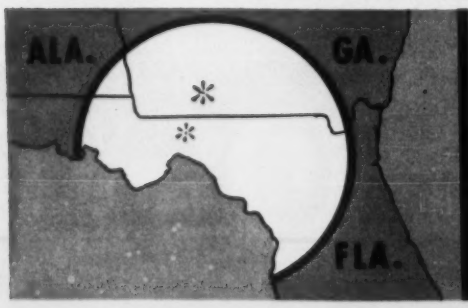
Florida State News Bureau photo.

WHERE FOLKS *Enjoy Life Year-Round*

AND SPEND MONEY YEAR-ROUND DOING IT!

There's no feast-or-famine business climate in WCTV-LAND such as is sometimes experienced a little farther South where tourism is a major industry. Here stable business conditions and a wonderful climate let folks enjoy year-round good living and spend money year-round, too. Tallahassee actually stands fifth in the nation in retail sales per household.* To get their share of this rich market more and more leading brands are placing strong, long-term spot schedules on WCTV. Get the full story from Blair Television Associates.

**Annual Survey of Buying Power, 1959.*



WCTV

TALLAHASSEE 6 THOMASVILLE

a John H. Phipps Broadcasting Station

BLAIR TELEVISION ASSOCIATES

National Representatives

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE®

RADIO

delivers more for the money

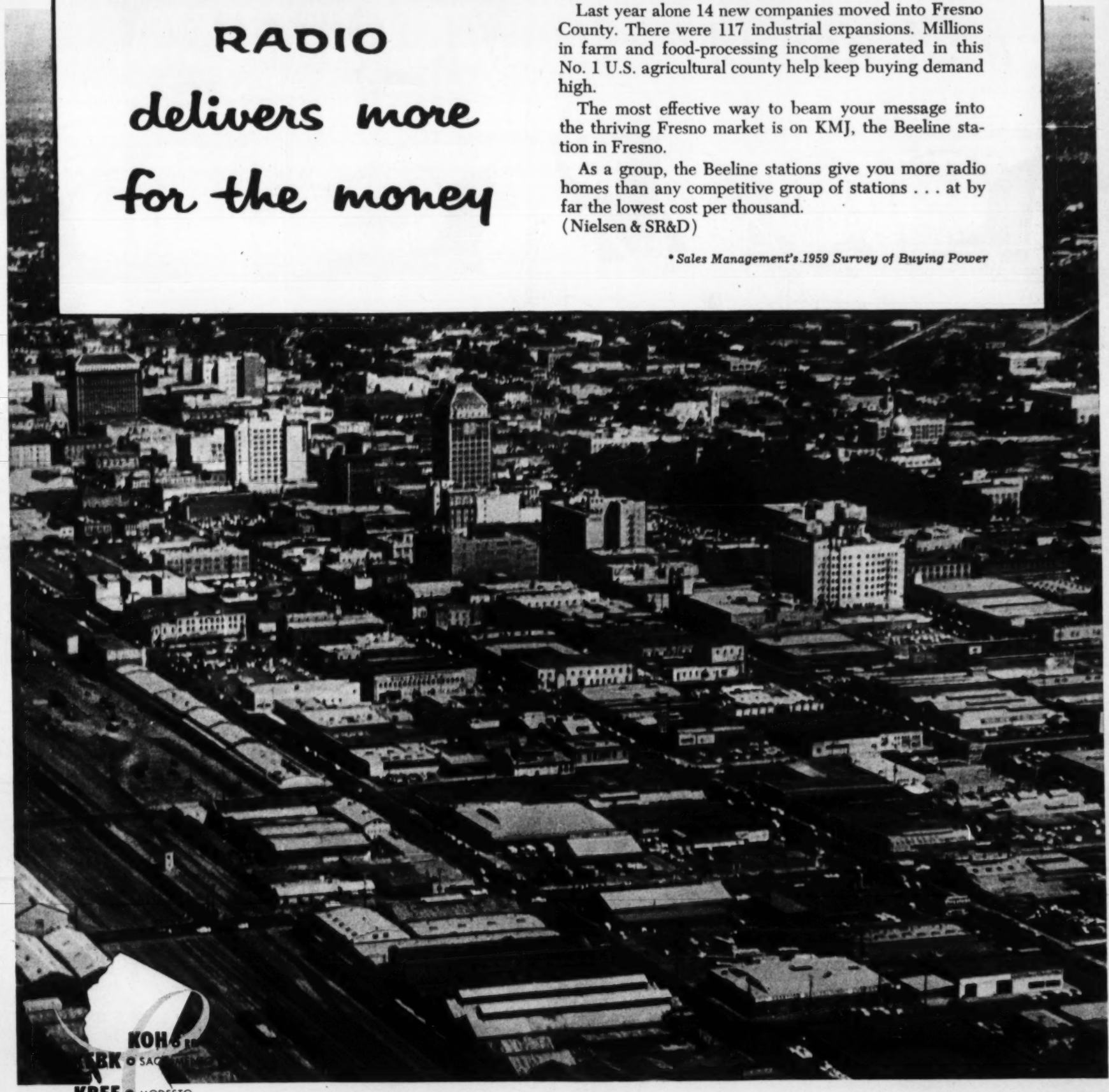
You're shooting at a booming economy when you beam your sales message into Beeline station radio broadcast territory. For example, in Fresno — home base of KMJ — retail sales exceed Spokane, Washington and Trenton, New Jersey, both with larger populations.*

Last year alone 14 new companies moved into Fresno County. There were 117 industrial expansions. Millions in farm and food-processing income generated in this No. 1 U.S. agricultural county help keep buying demand high.

The most effective way to beam your message into the thriving Fresno market is on KMJ, the Beeline station in Fresno.

As a group, the Beeline stations give you more radio homes than any competitive group of stations . . . at by far the lowest cost per thousand.
(Nielsen & SR&D)

** Sales Management's 1959 Survey of Buying Power*



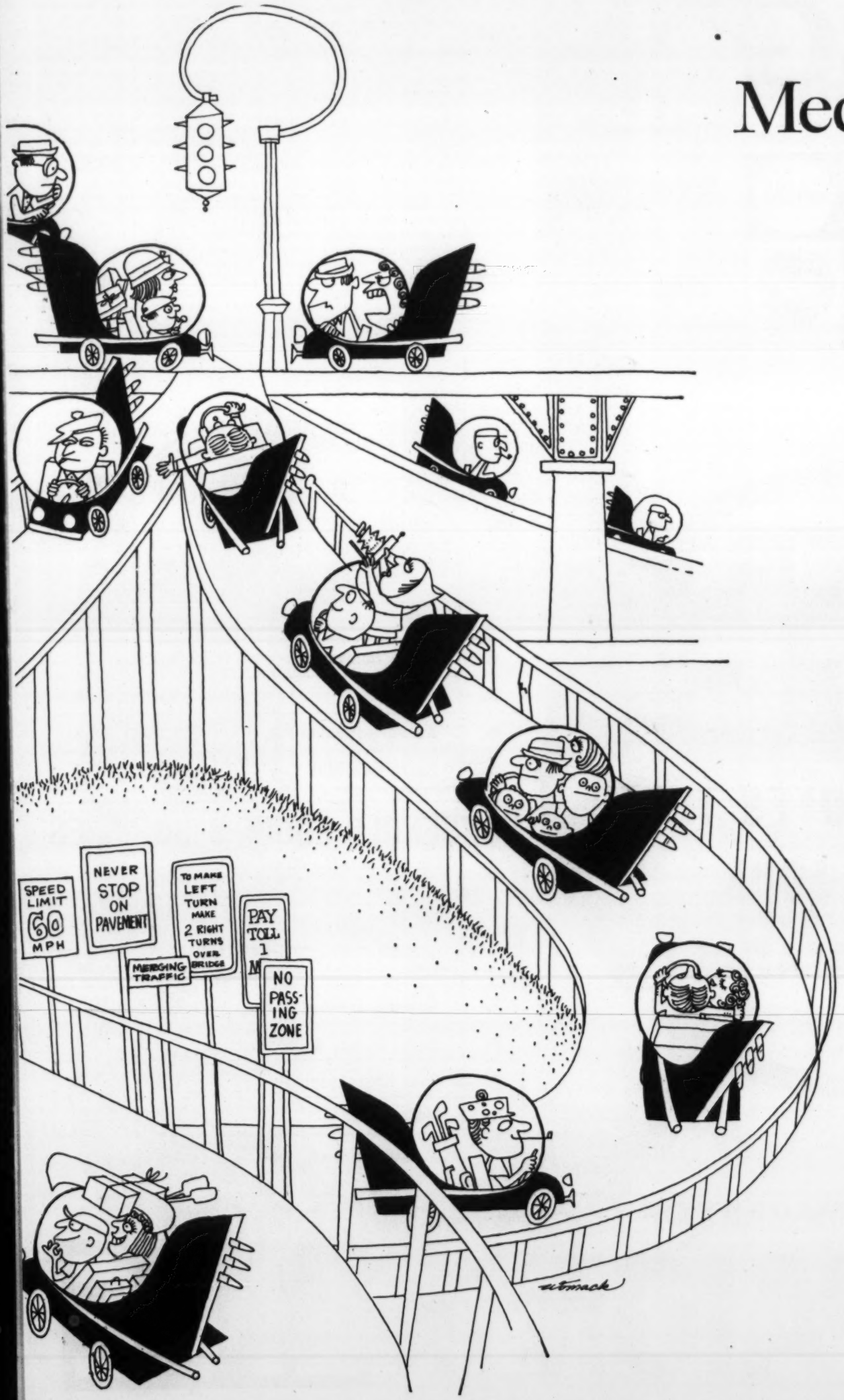
Aerial view of Fresno, a "growth market"

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

EGGS
TAXI
12
P.D.


SPEED LIMIT 60 MPH
NEVER STOP ON PAVEMENT
MERGING TRAFFIC
TO MAKE LEFT TURN MAKE 2 RIGHT TURNS OVER BRIDGE
PAY TOLL 1
NO PASS-ING ZONE

Media's Law:

To a seller of automobiles, the pulling power of an advertising medium is equal to the number of automobiles sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Kemper Buys Golf Series

Kemper Insurance Companies, Chicago, has signed as alternate week sponsor of NBC-TV's "Celebrity Golf," a new half-hour series with host Sam Snead to be presented Sunday at 5 p.m., EST, next fall. Kemper's order was placed through Clinton E. Frank Inc.

PHILADELPHIA
WIBG

The finest families in Philadelphia listen to WIBG. First in quantity, quality and on-the-air audiences, according to the latest Pulse and Hooper.

CALL KATZ

the **STORER** *station backed by 33 years of responsible broadcasting*

WIBG
RADIO 99
A STORER STATION ON YOUR DIAL

Toy Makers Distrust Gain Figures, Watch Total Economic Trend

NEW YORK, Aug. 9—Fall advertising budgets in the toy industry will be the same or higher than last year's, despite "somewhat uncertain" prospects about 1960 business, a group of toy executives said last week.

Spokesmen for Ideal Toy Corp. said the industry's 1960 budget would be up 50%. A. C. Gilbert said it would be 30% ahead; American Doll & Toy, 25%-30%; Remco 22%; Transogram, "more than that."

These are among the leading toy advertisers. Their comments were made last week at a meeting of the Toy Manufacturers of the U.S.A. Inc., at which it was stated that the industry could set a new sales record in 1960, but that the current business economy made for uncertainties in the second half of the year.

About 60%-70% of the retail toy volume still is between Thanksgiving and Christmas. The toy association's 450 members account for about 80% of total toy sales, now estimated at more than $1.6 billion by the association.

■ Shipments by association members in the first six months of the year were 9.3% ahead of 1959. But this was only 37% of the 1959 total, and while the May increase was 15.9% ahead of the same month in 1959, the June increase was only 1.8% ahead, it was reported. #

Lynch Named to PRSA Post

Donald E. Lynch, director of public relations of Mutual Benefit Life Insurance Co., Newark, N.J., has been appointed executive director of the Public Relations Society of America, effective Sept. 6. He succeeds Shirley D. Smith, who is retiring because of poor health but who will continue as a consultant. Rea W. Smith, PRSA office manager for the past three years, has been named assistant to the executive director.

Blodgett to Dorchester

Charles L. Blodgett Jr., formerly vp and art director of William Nicosia Advertising, has been named agency manager and account supervisor of Dorchester Advertising, New York.

LIFE

GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF
HOUSEHOLD FURNISHINGS
(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$1,910,081
2.	Better Homes & Gardens	1,710,777
3.	McCall's	1,290,831
4.	Saturday Evening Post	1,253,326
5.	House Beautiful	1,223,899

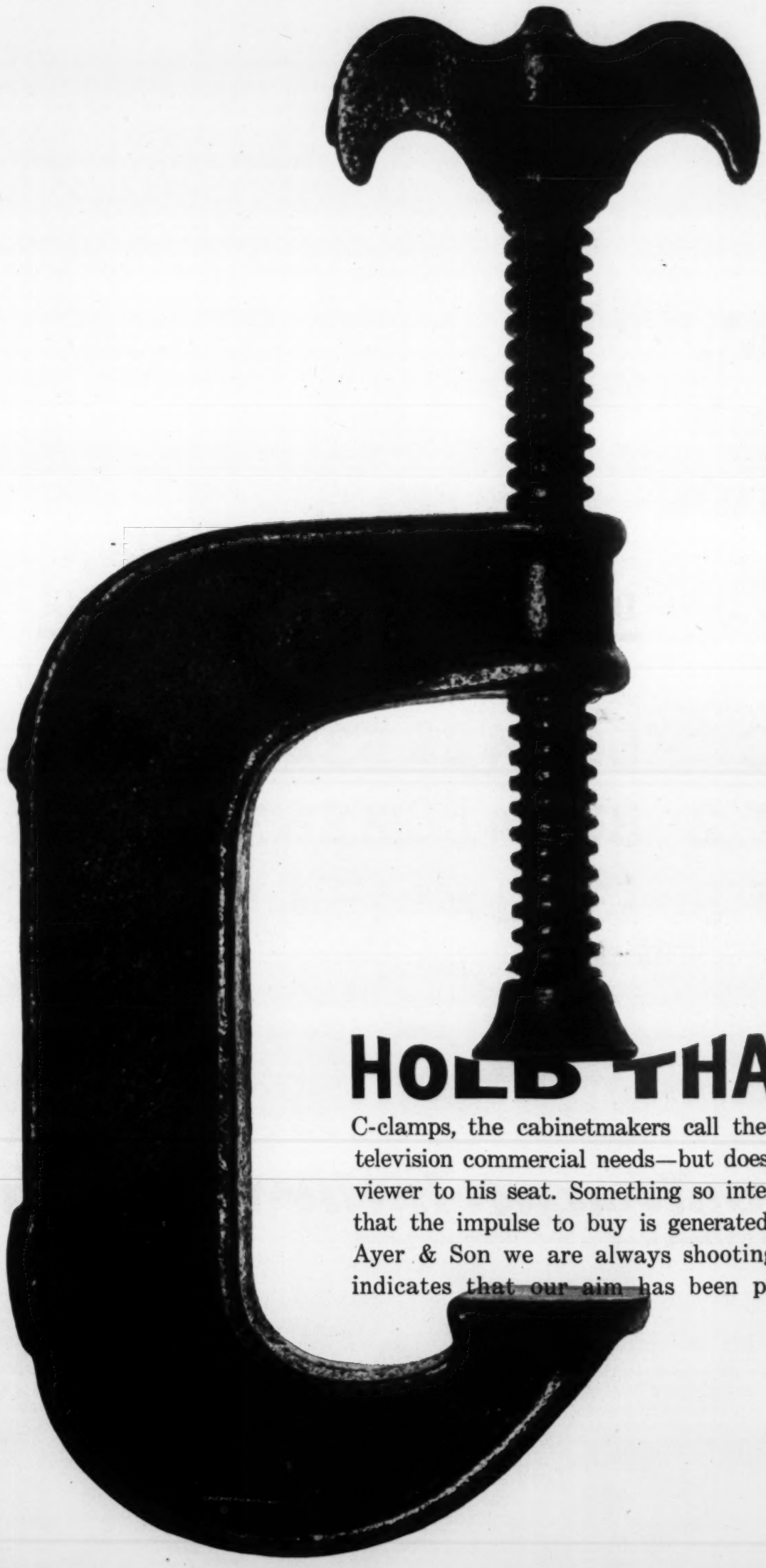
HOUSEHOLD EQUIP. & SUPPLIES
(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,891,401
2.	Saturday Evening Post	3,878,086
3.	Better Homes & Gardens	1,909,277
4.	Good Housekeeping	1,416,910
5.	McCall's	1,239,975

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW
CAMPAIGN in LIFE

The commercial is the payoff



HOLD THAT VIEWER !

C-clamps, the cabinetmakers call them. And "see"-clamps are what every television commercial needs—but doesn't always get. Something to pin the viewer to his seat. Something so interesting, so convincing and persuasive, that the impulse to buy is generated then and there. . . . Here at N. W. Ayer & Son we are always shooting for such commercials. The record indicates that our aim has been pretty good. **N. W. AYER & SON, INC.**

DEMOCRATIC CONVENTION

	JULY 11	JULY 12	JULY 13	JULY 14	JULY 15
NBC	50%	42%	53%	48%	45%
NET. 2	37	41	32	34	39
NET. 3	13	17	15	18	16

more
and more
and more people watch the news on

day after day after day...

REPUBLICAN CONVENTION

JULY 25	JULY 26	JULY 27	JULY 28	NINE-DAY AVERAGE
49%	50%	53%	52%	50%
38	36	32	35	35
13	14	15	13	15

NBC than on any other network

SOURCE: ARBITRON NATIONAL, 3-NETWORK SHARE OF U. S. AUDIENCE, ALL MEASURED TIME PERIODS.

the facts prove that

MUNCIE'S

a Money-Making Market

FIVE COUNTY TOTAL

Population	260,100*
Families	75,020*
Total Income	$404,664,000*
The MUNCIE STAR	29,017**
MUNCIE EVENING PRESS	20,248**
THE SUNDAY STAR	31,449**

*SRDS, October 15, 1959
**ABC Report, March 31, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

'BH&G' Sets New Rates, Base; Adds 2 Regional Editions

Better Homes & Gardens circulation rate base will become 5,100,000 an increase of 250,000 over the present base, effective with the February, 1961, issue. Rate for a b&w page in the national edition becomes $23,045. Four-color page rate will be $31,480.

Better Homes & Gardens will publish two new regional editions —for the east and for the central regions—effective with the October, 1960, issue, making the magazine available in four editions, western, southern, east and central.

Goodwin Joins Hat Council

Robert D. Goodwin, formerly coordinator of advertising and public relations of Sugar Information, New York, has been appointed to the new post of pr director of the Hat Council, New York.

FTC Consent Order Calls for End of False Ad Practices by Arthur Murray

Settlement Embodies 'Code of Ethics,' Dance Maestro Points Out

WASHINGTON, Aug. 9—Arthur Murray Inc. has agreed to a Federal Trade Commission consent order which forbids the Murray dance studios from using bait ads, phony contests and coersive sales methods to sell its dance courses. Arthur Murray Inc. operates its own studios in New York and Miami and licenses 450 others in the U.S. and abroad.

The commission adopted the consent order over the objections of Hearing Examiner Loren H. Laughlin, who was assigned to the case after issuance of the original complaint. Mr. Laughlin, in pressing for a trial, stated that the charges against the Murray studios are "serious in character and indicate a planned course of fraudulent acts and practices."

FTC, in an unusual overruling opinion by Commissioner William C. Kern, held: "Under the agreement, everything is accomplished that would be achieved by entry of a cease and desist order after trial, and the expeditious disposition of this proceeding duly authorized by such agreement will serve the public interest."

■ The commission's complaint, issued last March 25, challenged various Arthur Murray promotional schemes advertised via radio, tv and newspapers, such as its "Dizzy Dance" and "Lucky Buck" contests. The FTC complaint said the contests are merely a "deceptive form of bait or decoy, attractive to the innocent, unwary and unsuspecting members of the purchasing public" (AA, April 4).

The complaint charged that these promotional schemes are not bona fide contests but are used as bait to obtain names of persons who may later be encouraged to buy dancing lessons. It added that these quizzes, puzzles and contests are so simple as to remove them from the categories of skill or competition, and that substantially everyone, if not all, may qualify and win.

■ Today's order forbids the Murray studios to use these practices. They also are prohibited from refusing to honor the terms of any certificate, award, or offer. Other provisions of the order forbid:

- The use, in any single day, of "relay salesmanship," with or without the employment of hidden listening devices, to induce the purchase of dancing instructions.
- The use of so-called "analyses," "studio competitions," "dance derbies" and similar purported methods of judging dancing ability, which actually are intended to get the "winner" to buy future lessons.
- The use of partially filled-out contracts, and evading and refusing to answer questions as to the amount due or payable, so that pupils are misled as to the amount of their financial obligation.

■ A spokesman for Arthur Murray Inc., commenting on the FTC order, stated:

"The Arthur Murray organization is solely interested in licensing dance studios of the highest reputation and excellence. It has therefore cooperated with the Federal Trade Commission in all phases of its recent investigation of our licensed studios and has voluntarily worked out with the commission what amounts to a 'code of ethics' to guide these studios. This 'code' is now embodied in the consent settlement announced last week by the commission.

"For 47 years the Arthur Murray Studios have earned public approval as the leaders in the dance instruction field. The cooperation of the Arthur Murray organization with the Federal Trade Commission emphasizes their earnest desire to maintain the highest possible standards in teaching and in ethical business procedure."

The agreement is for settlement purposes only and does not constitute an admission by respondents that they have violated the law. #

"LITTLE PEOPLE" ARE WATCHING!

Talk about reaching influentials! Every weekday, thousands of *brand-conscious* kids come to attention for WHO-TV's popular children's shows.

At mid-day the "Cartoon Town" segment (12:10 p.m.-12:40 p.m.) of Family Theatre sets the pace with No. 1 position in both homes reached and metropolitan ratings (see ARB below). And in the afternoon, the cartoon and comedy segment (4 p.m.-4:45 p.m.) of Early Show is tops in all departments.

Announcements in these popular WHO-TV shows are available at a phenomenally low cost per thousand!

WHO-TV's excellent station-time "program mix" attracts *every* segment of the Central Iowa audience morning, afternoon and night. One of America's greatest film libraries* helps get the job done!

Whether you want *little* people, *big* people or *both*, WHO-TV reaches them all in Central Iowa. Ask your PGW Colonel for specifics!

*MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.

ARB SURVEY

Des Moines Television Audience • June, 1960

	SHARE OF AUDIENCE — MONDAY-FRIDAY (AVERAGE PER QUARTER HOUR)			
	12:10 p.m.-12:40 p.m.		4 p.m.-4:45 p.m.	
	Total Homes	Children Viewing	Total Homes	Children Viewing
WHO-TV	59.0%	48.5%	42.1%	42.3%
Station B	33.3%	18.2%	24.8%	36.4%
Station C	7.7%	33.3%	33.1%	21.3%

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV
WHO-TV
WHO-TV

WHEN YOU'RE MAKING UP THE MEDIA LIST, HERE'S **FOOD** FOR THOUGHT—

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News carries more food linage than any other Chicago newspaper—more than any other evening newspaper in the nation. This has been true for fifteen years because the Daily News is read by families who spend more money—on food and other items—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. They are receptive readers too—who spend at least 35% more time with their newspaper than readers of the other Chicago dailies.

Send for your 1960 Chicago Consumer Analysis. Now available.

CHILTON'S BOOT

Boot and Shoe Recorder and its M-A-P can step up your share of

640,000,000

pairs of shoes

In today's growing shoe market, you can lose ground by standing still.

It's not enough to hold your own in pairage production and dollar sales. Your share must grow with the market.

M-A-P can help you.

The Marketing Assistance Program of Boot and Shoe Recorder includes everything needed to sharpen your marketing, advertising and selling in this $4 billion market.

Marketing consultation is always available with publishers, editors and research specialists. Published information includes production and consumption figures . . . manufacturers' ratings . . . retail turnover, markup and profit reports . . . economic indicators . . . brand name and trademark directory . . . and marketing guides.

Direct-mail lists, copy and layout service, and merchandising aids such as reprints, letters and magazine mailings are also available. Chilton Research Services will gladly handle your special research projects.

These marketing tools, combined with editorial excellence and quality-controlled circulation, make Boot and Shoe Recorder the logical starting point for more profitable marketing. See your representative now.

BOOT AND SHOE RECORDER, the authoritative shoe publication, has a circulation of 23,000 among shoe retailers and manufacturers. As the shoeman's magazine, it is edited for him at all levels of his industry, and is his accredited interpreter of news . . . his respected merchandising counsel . . . his trusted economic adviser. Twice a month Boot and Shoe Recorder is eagerly read for its coverage of the industry news in depth.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

AND SHOE RECORDER

the GAIN in MAINE is plainly on LOBSTERADIO
1 RADIO ENTITY WITH 8 TRANSMITTERS
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO—DETROIT—WEST COAST:
Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

Rinse Away Offer Set

Alberto-Culver Co., Melrose Park, Ill., will repeat a consumer deal in September, offering a $1 bottle of Rinse Away hair wash plus a 35¢ bottle of Alberto VO5 hair dressing for $1. Advertising will be via participations on 19 network tv shows. Wade Advertising, Chicago, is the agency.

Insurance Group to Rumrill

Rumrill Co., Utica, has been appointed agency for the new Agricultural Insurance Group. Members are Agricultural Insurance Co., Watertown, N. Y.; Anchor Casualty Co., St. Paul, Minn., and American Empire Insurance Co., Sioux Falls, S. D.

Australia's Patterson Agency Reports Billings of $11,250,000 in '59-'60 Year

Sydney Shop Reportedly Passes Up JWT, Scoring 50% Gain in Three Years

By Leonard Blanket

SYDNEY, Aug. 9—George Patterson Pty. Ltd., Australia's largest agency, billed "in excess" of $11,250,000 in its fiscal year ended June 30.

L. W. Farnsworth, managing director of Patterson, reported this volume to ADVERTISING AGE after receipt of the auditor's certificate.

Mr. Farnsworth said Patterson's four offices are now staffed by 380 people.

The new billings figure, which represents a gain of about 50% over the past three years, clearly establishes Patterson as the No. 1 ad shop "down under." For many years Patterson ran neck-and-neck with J. Walter Thompson Co. However, Patterson is now believed to be several million dollars ahead of the JWT branch here.

■ The merger of United Service Publicity, Melbourne, with S. H. Benson Ltd., London *(see story on Page 28)*, indicates the way the Australian agency business is going. The big agencies here are getting bigger, and mergers and acquisitions seem to be the order of the day.

Benson's move follows these recent developments: McCann-Erickson acquired Hansen-Rubensohn; Briggs & James, Melbourne, merged with Canny, Paramor & Canny, Sydney; and Benton & Bowles linked up with Jackson, Wain & Co. (AA, July 18).

Sydney advertising circles are full of rumors of impending invasions by other American and British agencies.

■ Another big topic of conversation here is the shakeup in national airline accounts. Australian National Airlines, a private company owned by transport tycoon Reg Ansett, switched its account on Aug. 1 to Briggs, Canny, James & Paramor. It had been at Fortune Advertising for many years.

The move meant that both nationally-operating airlines have switched agencies within a four-month period. Trans-Australian Airlines interviewed 12 agencies and then moved its business to Hansen Rubensohn-McCann-Erickson last March.

TAA is a government-operated airline, and the first advertising prepared by the new agency is now appearing here in one of the largest press campaigns ever undertaken by the carrier.

HR-McCann has set out to give TAA a new image. The agency is using seven-column 14" display ads opposite a 14" by three-column appendage on the adjoining page. In the copy approach, TAA has been translated as "Top Australian Airline," with ads pointing out that the airline flies to more places, flies more miles and carries more passengers than its competition.

With its new agency, ANA is also expected to sport a "new look."

■ For the second year in a row, J. Walter Thompson Co. has captured the lion's share of awards for the year's best radio commercials.

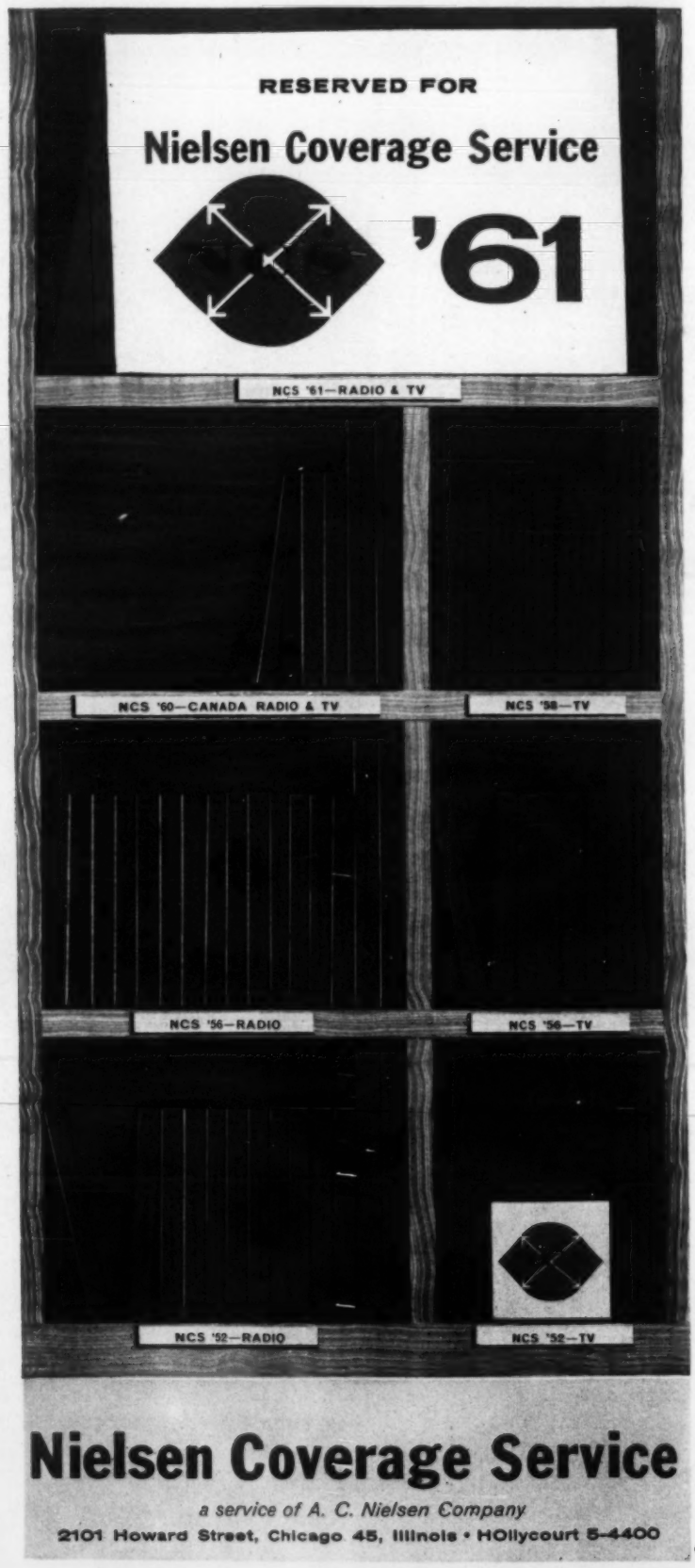
In last year's contest, conducted by the Australian Federation of Commercial Broadcasting Stations, JWT took four of the top eight prizes. This year it came away with three.

There were 80 entries in the contest. Seven of the eight winners were singing commercials.

The winning JWT commercials were for Coca-Cola, Kellogg's Corn Flakes and Kellogg's Rice Bubbles. Ironically, JWT has since lost the Coca-Cola account to Hansen Rubensohn-McCann-Erickson. HR-McCann won one of the prizes for an Ascot cigaret commercial. #

MacKenzie Named VP

Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, has appointed George F. MacKenzie vp in charge of research. Mr. MacKenzie has been director of research for the past three years.



Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

0404

for complete radio and tv coverage facts

NCS '61 will separately report all U. S. counties including some 20 city areas in Alaska and Hawaii. NCS '61 will provide basic broadcast media data, coordinated with 1960 U. S. Census data and capable of being combined to meet any media or marketing requirement.

Since 1952, Nielsen Coverage Service has had industry-wide acceptance as the authentic and detailed source of tv and radio media-market information . . . county-by-county. Now NCS '61 is being readied by a permanent staff of coverage specialists and expert technicians in time for tie-in with the 1960 U. S. Census.

NCS, produced with proven techniques for maximum usefulness, is the only service providing authoritative coverage facts in complete county-by-county detail on:

SET OWNERSHIP
Total homes . . . tv homes . . . radio homes (from the 1960 U. S. Census of Population)

STATION CIRCULATION (daily, weekly, daytime, nighttime)

Each tv station . . . VHF or UHF (including direct or wire-line service)

Each radio station . . . AM or FM (including out-of-home listening)

Total radio use, county by county

FOR ALL THE FACTS

Send for complete information on NCS '61 and find out how you can take advantage of substantial "multi-media" and "prompt purchase" discounts.

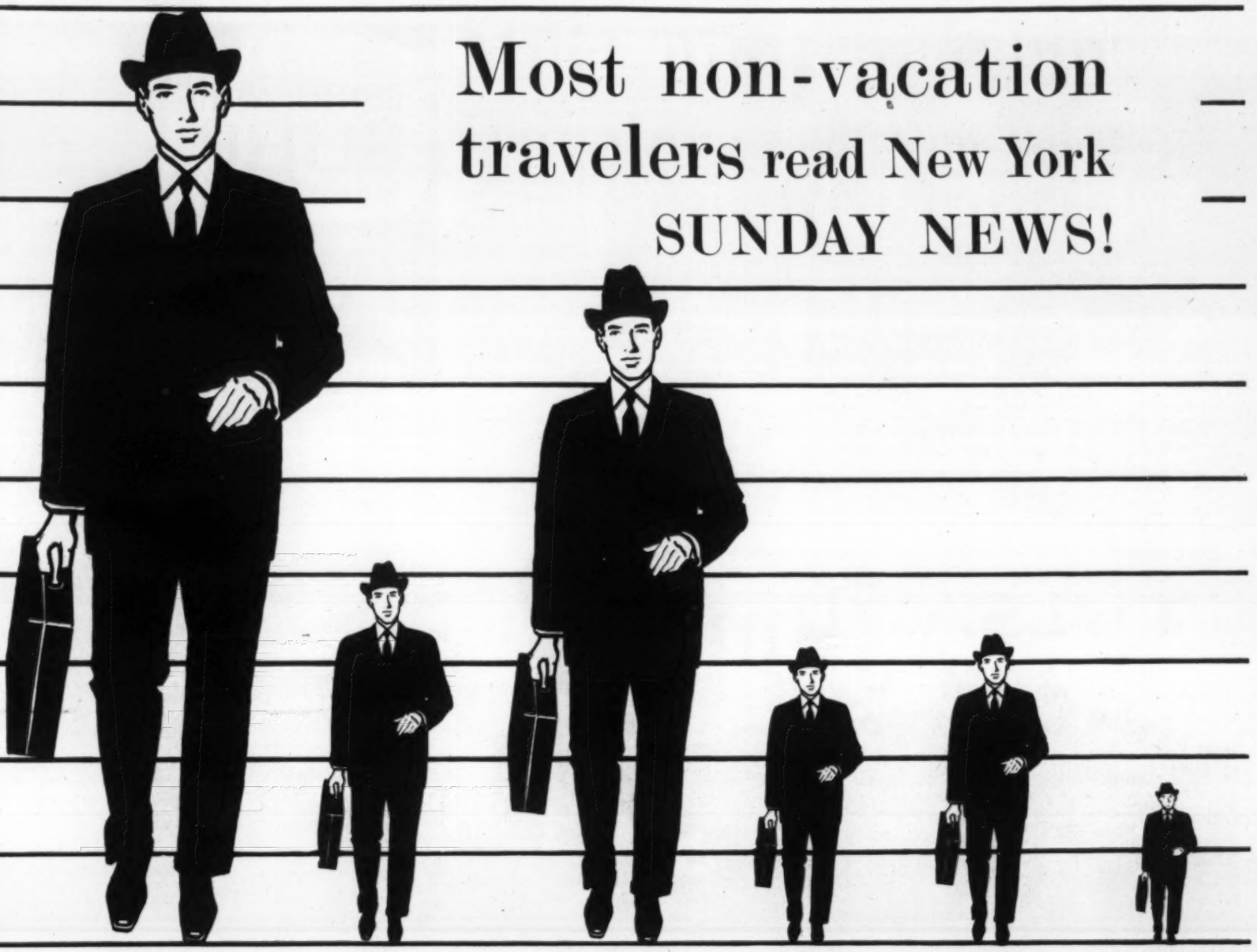
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

Most non-vacation travelers read New York SUNDAY NEWS!



610,000 New York SUNDAY NEWS	250,000 Sunday Mirror	440,000 Sunday Times	190,000 Sunday Herald Tribune	210,000 Sunday Journal-American	110,000 Sunday Post

(Source: Profile of the Millions—2nd Edition)

In the past year, 610,000 New York Sunday News readers took a non-vacation trip away from home.

No other New York City Sunday newspaper has so many non-vacation travelers!

Executives visit plants in other cities, sales managers spend time on the road, engineers investigate locations—and sellers of travel or hotel accommodations get a repeat clientele!

Sunday News readers are spenders—3,920,000 of them are in families with incomes over $5,000 and 620,000 are in families with incomes over $10,000.

The Sunday News delivers more quality customers, at lower cost!

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Buhl Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—3 & 5 Warwick House St., London, S.W. 1

Meet the people at Animation, Inc. That's Dick Bellamy with the glasses, and Cullen Houghtaling. Both are from Dallas—and both of them work in the Story Department. I don't know who the other fellow is, but he sure is upset about something!

animation inc.
736 NORTH SEWARD STREET HOLLYWOOD 38, CAL
CHICAGO • DETROIT • SAN FRANCISCO

Shatterproof Adds Two

J. C. Beetham and William R. Parker have joined the advertising and promotion department of Shatterproof Glass Corp., Detroit, as coordinator of trade publicity and public relations and chief copywriter, respectively. Mr. Beetham was formerly with the *Detroit News* as a public relations consultant and editorial employe; Mr. Parker was formerly a salesman with the United Motors division of General Motors Corp.

Dickinson to Gray & Rogers

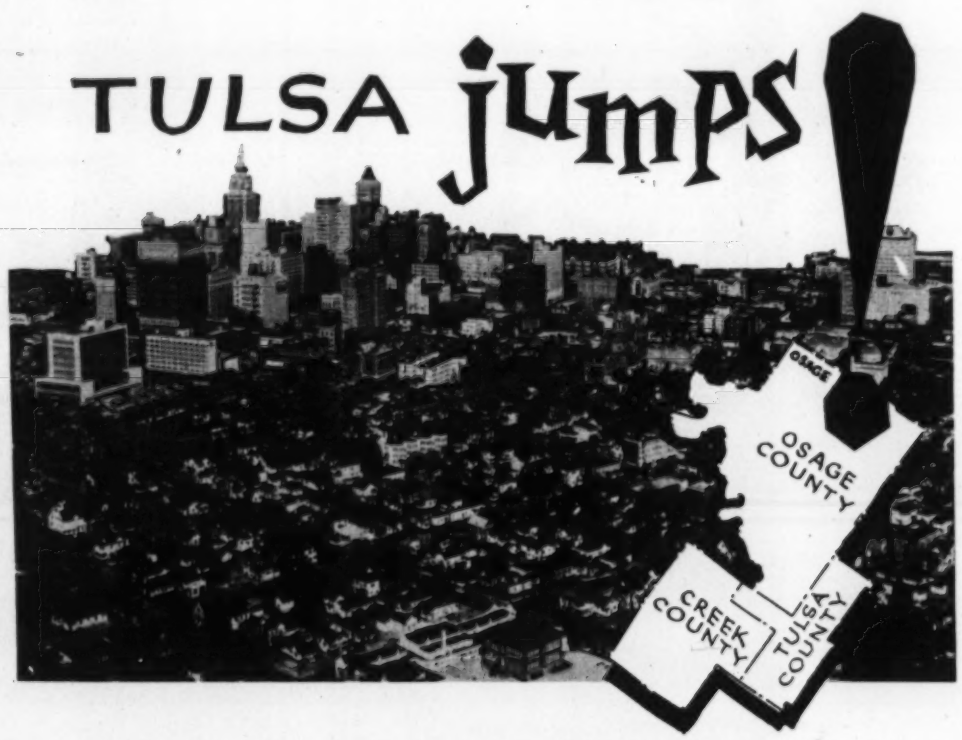
E. E. Dickinson Co., Essex, Conn. manufacturer of witch hazel, has appointed Gray & Rogers, Philadelphia, to handle its national advertising. Bruce Angus Advertising Agency, New York, is the previous agency of record.

Koehl Agency, at 25, to Move

Koehl, Landis & Landan Inc., New York, which celebrated its 25th birthday Aug. 1 will move to 41 East 42nd Street on Oct. 1.

SEAGRAM-DISTILLERS COMPANY, N.Y. C. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

SPORTING PROPOSITION—*Seagram's 7 Crown has begun an extensive ad campaign in TV Guide to tie in with coverage of top sports events. The campaign theme is, "Watch the game with sure enjoyment," and the first ad in the series appeared opposite the listing for the All-Star football game televised from Chicago on Aug. 12. Seagram will use half-page ads in all 56 editions of the magazine. Warwick & Legler, New York, is the agency.*



TULSA'S STANDARD METROPOLITAN AREA JUMPS UP 17 PLACES . . .

NOW RANKS 59th IN THE U.S.A.

—According to preliminary figures on the nation's 189 Standard Metropolitan Areas, Tulsa went from 76th place in the 1950 census to 59th in this year's census. A population growth from 327,900 in 1950 to 414,117 in 1960. Tulsa proper shows a 1960 population of 258,563—a 41.5% gain.

Sales Management's 1960 Survey of Buying Power shows an Effective Buying Income of Tulsa's Standard Metropolitan Area as $772,182,000 . . . and The Magic Empire (Tulsa's trade area of 40 counties in Oklahoma, Kansas, Missouri and Arkansas) Effective Buying Income as $2,228,627,000.

Reach Oklahoma's most populated area by using the Oil Capital Newspapers . . .

TULSA WORLD **TULSA TRIBUNE**

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co., Offices in principal U.S.A. Cities.

Indictment Hits D. C. Soft Drink Bottlers for Price Collusion

WASHINGTON, Aug. 9—A federal grand jury today charged seven local soft drink bottlers and their trade association with fixing prices in violation of the Sherman Act.

Named in the indictment are Washington Coca-Cola Bottling Co.; Pepsi-Cola Bottling Co. of Washington, D. C.; Pepsi-Cola Metropolitan Bottling Co.; Canada Dry Corp.; R.C.-Nehi Bottling Co.-Washington; Seven-Up Washington Inc.; Rock Creek Ginger Ale Co., and Carbonated Beverage Manufacturers Assn. of Washington, D.C.

The indictment charges that members of the association met in Feb., 1960, and agreed to increase prices for their bottled soft drinks effective March 7, 1960. The increase was adopted in price lists issued between March 2 and 4, the indictment stated.

The soft drink business in the Washington metropolitan area is valued at $30,000,000, according to the indictment. #

Daniel & Charles Appointed

Daniel & Charles, New York, has been appointed the agency for Waitt & Bond's Blackstone, Haddon Hall and Yankee cigars. The media include print, radio and tv. Chirurg & Cairns was the previous agency.

ROY L. ALBERTSON

PRESCOTT, ARIZ., Aug. 9—Roy L. Albertson, 61, a veteran of 30 years in the radio industry and one of the pioneers of independent broadcasting, died early July 27 at his home here.

He entered radio as manager of WEBR, Buffalo, in 1930. He served as such until founding station WBNY, Buffalo, in 1935. He was a charter member of the Assn. of Independent Metropolitan Stations.

A son, Roy Jr., owns and operates stations KNOT, in Prescott, and KVNA, Flagstaff.

Ford Dealers to Run Special Insert in September 'Ford Times'

Ford dealers in the San Jose district, including central and northern California, southern Oregon and western Nevada, will run an eight-page color insert in 165,000 special copies of the September issue of the "Ford Times," Dearborn, Mich. Promotion of the special Pacific edition will be part the dealers' annual "cleanup" sales campaign prior to the introduction of 1961 models.

Johnson Joins 'Market Daily'

P. K. (Johnny) Johnson has joined *Chicago Market Daily*, published by the American Furniture Mart, Chicago, as an advertising representative. Prior to joining *Market Daily*, Mr. Johnson was with the *National Furniture Review*, official publication of the National Retail Furniture Assn.

Increase your sales

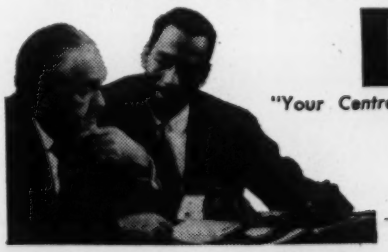
Central-city retailers are losing pre-sold customers for your brands to suburban shopping centers. Yet, you can increase your central-city sales with effective (customer-oriented) advertising in **EBONY** Magazine.

in central-city!

In a typical city, a 40% Negro population accounted for 63.4% of the purchases of certain toiletries. In another market, with a 53.1% Negro population, these central-city consumers accounted for approximately 67% of total purchases of prestige products.

EBONY gives your products far more *effective* local impact among these vital central-city replacement customers than any other visual medium.

Send for your copy "You Can Increase Your Sales In Central-City."



EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

do electronic engineers have

CONFIDENCE IN YOUR ADVERTISING STATEMENTS?

Believability is a strong selling factor in your advertising, especially when dealing with an informed and highly critical engineering audience. Your customers must depend on the accuracy of the material they read in *Electronic Design*.

To help build reader confidence, *Electronic Design* screens the entire contents of each issue. Every effort is made to avoid misstatements or undue exaggeration of fact. Readers are encouraged to report any irregularities on a confidential basis. As a result, believability of your advertising is increased and your customers are protected from irresponsible promotional claims.

These and other services to protect the integrity of both editorial and advertising have always been considered a basic part of *Electronic Design's* publishing philosophy.

ACCURACY POLICY

Recognizing the power of the printed word to influence, it is the policy of *Electronic Design:*

To make all reasonable efforts to insure accuracy of editorial matter.

To publish promptly corrections brought to our attention.

To not knowingly publish misleading advertisements.

To reserve the right to refuse any advertisement.

Readers noting errors or misstatements of facts are encouraged to write to the editor.

more than a magazine . . .
a SELLING FORCE

Information for Advertisers

"The Computer Comes to Marketing," a half-hour b&w 16mm movie, has been prepared by **Fortune** and is available for free loan to business men. Based on material from *Fortune*, the film presents an insight into successful computer applications in the whole range of marketing. Additional information is available from *Fortune*, Time & Life Bldg., Rockefeller Center, New York 20.

• A new slide presentation outlining radio's advantages for advertisers in the 1960s—and including a variety of competitive media data—"Sound Selling in the '60s," is available to its members from the **Radio Advertising Bureau**, 460 Park Ave., New York 22.

• "Promoting to the Youth Market," an eight-page pamphlet outlining the patterns of promotion for the nation's teen agers, has been published by the **National Retail Merchants Assn.** The booklet contains proceedings of a recent forum of sales promotion experts who analyzed characteristics of the youth market and proposed methods for retailers interested in promoting merchandising to this group. The booklet, priced at 50¢ per copy, is available from National Retail Merchants Assn., 100 W. 31st St., New York 1.

• **Practical Builder** has published a market data file which includes results of a readership survey, building statistics, concrete slab construction practices, wood frame floor construction practices and type of finish flooring used. Additional information is available from *Practical Builder*, 5 S. Wabash Ave., Chicago 3.

• "How to Plan & Produce a Film," a booklet designed to help clients think through the pros, cons and costs of a film, has been published by **G. M. Basford Co.** The booklet examines research, writing the script, production of film and soundtrack, editing and publicizing, and contains a glossary of film-making terms. Copies may be obtained from Elaine M. Siebert, G. M. Basford Co., 60 E. 42nd St., New York 17.

• "Selective Pressure on Target," a basic guide to the principles and practices of spot television, has been published by **Edward Petry & Co.** The booklet summarizes current dimensions, and points up differences between network and spot tv. Additional information may be

BRAND-NEW:
Out of the thousands of **SATURDAY EVENING POST** stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

"BEST OF THE POST"

Pat O'Brien . . . hard-hitting action

June Lockhart . . . tender romance

Everett Sloane . . . Western adventure

Charles Coburn . . . tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benet . . . and many others.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

Which of these reaches more of your best at least cost?

Newest Politz study of 32,000 people reveals how all types of companies can get more *sales opportunities* from their advertising budgets

To make your advertising succeed, a magazine (or TV program) must put *your* sales message before *your* sales prospects. Now you can know how well each of the four leading general magazines does this job. Specifically, you can know:

1. *How many times* your message will be shown
2. *How often* it will be looked at by your best prospects
3. What it *costs* you to reach them.

Here are some examples . . .

From the largest study of its sort ever made, conducted by Alfred Politz, you can learn facts like these:

- Your sales message will be delivered (or "exposed") far more times to people in refrigerator-buying families through Reader's Digest than through the Post, Life or Look . . . or the average nighttime network TV show.
- These people are good prospects for other appliances—and you pay only $1.63 per thousand for "exposures" to them in the Digest, compared to $2.79 in the Post, $4.17 in Life, and $2.47 in Look.
- Through the Digest, you can *pinpoint* this refrigerator-buying market for the same cost-per-thousand you pay to reach the total audience of the average nighttime television program. See table at right.

A huge market

These are just samples of what the Politz study can show about your own particular market. Reader's Digest readers are far above average in income and education . . . and they are excellent customers for *all kinds of appliances*. For example:

- 7,332,000 Digest readers live in households that now own a clothes dryer.
- 18,909,000 Digest readers live in households that now own an automatic washer.

Why the Digest works so well

There is a simple reason why the Digest can deliver your company's sales message more times . . . to your best prospects . . . at the lowest cost—

During the 2½-month active life of the Digest, readers return to their copies again and again. (Have you ever finished the Digest at one reading?) Its pocket size encourages repeat reading; many people carry a copy with them to read whenever they have a chance.

Because of these repeated readings, your sales message is usually looked at more than once by the same person (and three people read each copy on the average).

As a result, your advertisement in one issue is looked at a staggering 60,947,000 times.

Not all leading magazines can offer this valuable bonus of repeat reading, as the study clearly shows. And television is not physically able to show your commercial more than once to the same persons . . . unless, of course,

obtained from Bob Hutton, Edward Petry & Co., 3 E. 54th St., New York 22.

• "The Denver Metropolitan Group —A 3 in 1 Sales Plan," a report analyzing the Denver Metropolitan stations as to coverage, facilities, programming, audience and cost efficiency, has been published by **Avery-Knodel Inc.**, 720 Fifth Ave., New York 19.

• "Facts About the **Detroit Free Press,"** a new market data study, has been published by the *Detroit Free Press.* Divided into four sections, market data, circulation, readership and advertising, the booklet contains data on the newspaper's circulation, advertising and market along with qualitative data on readership, economic status of its readers and readership of the newspaper. Copies may be obtained from Robert Wheeler, advertising director, *Detroit Free Press,* Detroit 31. #

Field Enterprises Names Moses to New Ad Post

Field Enterprises, Chicago, has appointed Philip W. Moses to the new post of sales manager of supplement advertising of its newspaper division. The new department will include the roto magazines, *Chicago Life* and *Midwest, TV News, TV Prevue* and color comics sections in the *Chicago Sun-Times* and *Chicago Daily News.* Mr. Moses has been in the eastern advertising division since 1955.

Also promoted were Donald J. Hurwich, who will head roto advertising; Burton H. Mandel, to the eastern ad office; James R. Campbell, to general advertising; Willaim F. Bondlow, to retail advertising; Earle Zat to the Detroit office, and Daniel O'Day to manager of household equipment advertising.

Daniels Agency Adds One

Duty-Free Shoppers, New York, has appointed Mimmi Daniels Advertising, New York, to handle advertising and public relations. The company, organized recently, enables persons traveling outside the U. S. to purchase foreign goods duty free, without having to go to the foreign country involved. The company publishes catalogs from which the traveler orders; the articles are then delivered to the traveler's home address.

Red-E-Blend to Hunter

Red-E-Blend Fuel Corp., Sacramento, has appointed Hunter & Staples, Sacramento, to handle its advertising and public relations. Red-E-Blend is the developer and distributor of a fuel produced especially for use in outboard motors. It is presently being test marketed in north California, with national distribution planned for early 1961.

Conley Joins Auerbach

Alfred W. Conley, formerly merchandise manager of the home furnishings division of Textured Yarn Co., has joined Alfred Auerbach Associates, New York, as account executive for Furniture by Tomlinson, the Loomweve rugs and carpets division of Congoleum-Nairn, and Statton Furniture Mfg. Co.

Max Enelow Opens Offices

Max Enelow, who recently retired as director of advertising and promotion of Philco Corp., has opened his own creative counseling service, with offices in Elkins Park House, Elkins Park, Pa. At the same time, he announced that his first client is Maxwell Associates, Philadelphia.

WPAT Adds 3 Salesmen

WPAT, Paterson, N. J., has added three salesmen to its expanded executive quarters in New York. They are William Codus, formerly with Weed Radio Corp., and Winston Kirby and Leonard Levitt, both previously with WNBC, New York.

Cahn Joins Charles Hoyt

Edward R. Cahn, formerly with Donahue & Coe, New York, has joined Charles W. Hoyt Co., New York, as an account executive.

Brazing Account to Schwab

Schwab, Beatty & Porter, New York, has been appointed the agency for the Handy & Harman course in silver brazing.

appliance prospects...

you pay to have your message broadcast a second time.

As the cost-per-exposure figures show, these differences can mean major savings to advertisers.

Your Digest messages will also benefit from appearing in a magazine where advertising is limited to reliable products and reasonable claims. Furthermore, people believe what they read in the Digest.

How to get your copy of the study

This important new research, co-sponsored by Reader's Digest and the Saturday Evening Post, is fully reported in the 84-page book, *Advertising Exposure.* Here you will find information on types of appliances owned and other valuable data on America's four leading general magazines. This book is free to advertisers and advertising agencies, and available to others for $5. For your copy, write or call Fred D. Thompson, Reader's Digest, 230 Park Ave., New York 17, N. Y.

People have faith in
Reader's Digest
Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

NOW SEE WHAT YOU REALLY PAY TO DELIVER YOUR ADVERTISING 1000 TIMES

	...to all types of people			...to people in refrigerator-buying families		
	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute	Cost per 1000 exposures*	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute	Cost per 1000 exposures**
READER'S DIGEST	1.7	60,947,000	59¢	2.0	22,267,000	$1.63
SAT. EVE. POST	1.3	30,861,000	91¢	1.3	10,061,000	2.79
LIFE	1.0	30,110,000	$1.03	0.8	7,471,000	4.17
LOOK	1.1	30,702,000	84¢	1.2	10,438,000	2.47
AVERAGE EVENING NETWORK TV SHOW	1.0	17,419,000	$1.63	1.0	***	***

*Magazine costs are for a black-and-white page, at rates effective Sept. 12, 1960. Television figures are Reader's Digest estimates.
**Here the *entire* cost of a black-and-white page is charged as the cost of exposures to people in *refrigerator-buying* families.
***Figures comparable in accuracy to those obtained by the new Politz study are not available for television

YOU'RE DOLLARS and DAYS AHEAD

When You Duplicate Process Originals with

SOLID-COPPER HANSONTYPES

for

Publication Molding

You get Hansontypes for only about one-third the average cost of engraver-made duplicates of process originals . . . you get the quality of originals . . . and in only two working days. Phone or write for more information.

HANSON COMPANY
9th & Sansom Sts., Phila. 7 WAlnut 2-5567

The **PROGRESS • HANSON • PROGRESSIVE** *Group*
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster
Wilmington • Baltimore • Washington • Richmond

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

RADIO WJBK IS DETROIT

the **STORER** *station backed by*
33 years of responsible broadcasting

Irwin A. Olian, Agency Founder, Is Dead at 52

CHICAGO, Aug. 9—Irwin A. Olian, 52, president of Olian & Bronner, died Sunday, apparently of a heart attack suffered while playing tennis.

Mr. Olian founded Olian Advertising Co. in St. Louis in 1940. He opened another agency in Chicago in 1944, with both agencies operating as separate corporations.

The Chicago agency became Olian & Bronner in 1952, when Maurice H. Bronner was named exec vp. The St. Louis operation was dissolved in 1955.

Mr. Olian was born in St. Louis and was a graduate of the University of Michigan. Before opening his own agency, he was a writer at Gardner Advertising Co., St. Louis; circulation promotion manager of *Liberty*, New York, and sales promotion manager of Famous-Barr Co., St. Louis department store.

Survivors include a sister, Mrs. Charlotte Kirshbaum, a copywriter at Olian & Bronner.

LORD ILIFFE

LONDON, Aug. 9—Lord Iliffe, 83, one of the best known and most distinguished of Britain's oldtime newspaper and periodical proprietors, died here July 25, after 66 years in the print and publishing field.

With his brother, W. Coker Iliffe, he took control of the family business on his father's death and was responsible for a great expansion of the periodical publishing side of the business.

He became associated with Lords, Camrose and Kemsley in a successful newspaper venture which reached out to many parts of Britain. From 1928 to 1937 he was part-proprietor of the *Daily Telegraph*.

The partnership was dissolved in 1937 and he disposed of most of his interests including Allied Newspapers (later Thompson Newspapers) and the Amalgamated Press (now Fleetway Publications).

In 1943 he acquired the *Birmingham Post*, the *Birmingham Mail*, and the *Birmingham Weekly Post*.

JULIUS BRISKMAN

PHILADELPHIA, Aug. 9—Julius Briskman, 60, a sales representative of the Chilton Co., died in Westchester, N. Y., Aug. 3. He lived in Philadelphia.

GEORGE G. LENEHAN

NEW YORK, Aug. 9—George G. Lenehan, 42, vp of Modern Talking Picture Service, died at Northport, L. I., July 28. Mr. Lenehan, who had been ill briefly with pneumonia complicated by asthma, joined Modern Talking Picture in 1947 after service with the Navy in World War II.

JACK HORLER

NEW YORK, Aug. 9—Jack F. Horler, 66, former radio and television director of Baker Advertising Agency, Toronto, died suddenly in New York Aug. 3.

One of Canada's best-known advertising men, Mr. Horler had been semi-retired for the past two years, spending part of his time in Sarasota, Fla., and working parttime as a consultant in the Baker agency's offices in Toronto.

A pioneer in Canadian radio and tv, Mr. Horler began his career with CJCA, Edmonton radio station, where he was the first radio announcer to broadcast a hockey game in Canada. He joined the advertising department of the *Edmonton Journal* and later became promotion manager of the *Winnipeg Tribune*.

■ Mr. Horler joined the Baker agency in Winnipeg in 1935 and later came to Toronto, where he was appointed director of the radio department. With the advent of television in Canada, he was appointed radio and tv director.

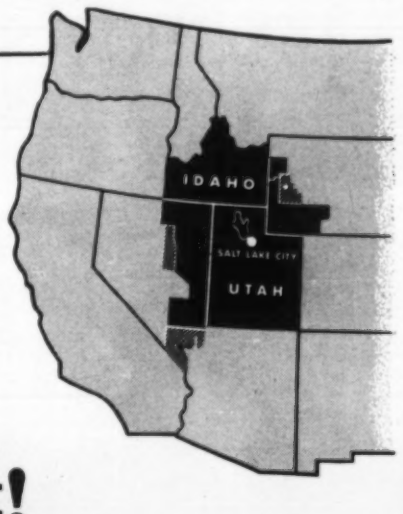
As part of an effort by Canadian agencies in World War II, Mr. Horler worked on radio recruitment for the Royal Canadian Air Force.

His survivors include a son, Hugh, who is radio and tv director of MacLaren Advertising Co., Toronto.

JAMES E. STILES

LLOYD HARBOR, N.Y., Aug. 9—James E. Stiles, 71, former publisher of the *Nassau Daily Review-Star*, Jamaica, L. I., which merged with the *Long Island Press* in 1953, died at his home Aug. 3. Mr. Stiles was a past president of the New York State Associated Dailies and the New York State Publishers Assn. and had been a director of the American Newspaper Publishers Assn.

if 1½ million is
a "must" market...
Salt Lake's a must!



Salt Lake's two metropolitan newspapers, with four-state circulation, open the sales-door to 1,500,000 prosperous prospects living in this vast marketing area. Make no mistake — this market is different! Buying and selling does not stop at the imaginary boundaries of Salt Lake City, a fact recognized by the Department of Commerce when they designated the area "The Salt Lake Wholesale Trading Zone." Fill this gap in your marketing map!

Newspapers are the Best National Media. Read by most people. Carry largest volume of advertising. The people of America Buy 58,000,000 newspapers Every Day.

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Great. But what do we do for an encore?

We do it again. As we have week after week, rating period after rating period, in the most competitive markets, during the most hotly contested broadcast hours. That's what we do for an encore!

	3 Network Share of Audience*
ABC-TV	36.1
NET Y	35.3
NET Z	28.6

*Source: Nielsen 24 Market TV Report, average audience, week ending July 24th, 1960, 7 nights 8:00-10:30 P.M. Sun. through Sat.

ABC TELEVISION

Fairchild Names Robinson

John W. Robinson has been appointed director of public relations of the Fairchild aircraft and missiles division of Fairchild Engine & Airplane Corp., Hagerstown, Md. For the past three years Mr. Robinson has directed the sales promotion program for Fairchild's F-27 prop-jet transport.

Bartkus Joins 'Road & Track'

Richard A. Bartkus, formerly with Cox Publishing Co., has been named advertising director of *Road & Track*, Newport Beach, Cal.

In
CLEVELAND
nothing
sells
like
BEAUTIFUL MUSIC RADIO
WJW

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL KATZ or National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

Wade Names Owen Exec VP in Chicago; McCluer L.A. Head

Forrest Owen, vp and general manager of the Los Angeles office of Wade Advertising, is joining Wade's Chicago headquarters as exec vp on Aug. 15. Mr. Owen also was named a member of the agency's board. At the same time, Paul McCluer, exec vp of Wade's Chicago operation, is moving to Los Angeles to assume Mr. Owen's former post.

Paul McCluer Forrest Owen

Mr. Owen joined Wade in Chicago in 1944 as a radio director and moved to the Los Angeles staff in 1946. He opened Wade's New York office in 1954 and returned to Los Angeles in 1956. Mr. McCluer, a radio tv veteran, joined NBC in 1931. He joined Wade as general manager in 1951 and was named exec vp and a member of the board in 1959.

Nielsen to Publish Report on Canadian TV Viewing Habits

Reports on viewing habits in Canada's four major centers which account for more than 45% of the country's television homes, will be released this month by the broadcast division of A. C. Nielsen Co. of Canada Ltd., Toronto. Program preferences and tv station ratings were measured by Recordimeters, a patented device which is attached by Nielsen field representatives to each tv set in sample homes, and confirms the volume of television viewing by each home.

Amodeo to White & Shuford

John Amodeo has joined White & Shuford, El Paso, as radio-television production manager. Mr. Amodeo was formerly with KELP, El Paso, in radio sales.

Fountain to ABC Radio

Robert F. Fountain, formerly with *Look*, has joined the network sales staff of ABC Radio, New York.

LIFE
GETS MORE VOTES THAN
POST OR LOOK
(OR ANY MAGAZINE)

WITH ADVERTISERS OF
BEER, WINE AND LIQUOR

(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$5,986,853
2.	Look	2,692,107
3.	Saturday Evening Post	2,567,424
4.	Time	2,197,840
5.	New Yorker	1,447,474

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW
CAMPAIGN in LIFE

You don't have to be a Harvard man to read comics, but...

... many Harvard men *do* read Sunday Newspaper Comics. Ask any Harvard, or M.I.T. or Ohio Wesleyan, or Dartmouth or Johns Hopkins, or UCLA man about Dogpatch. He's more familiar with this little backwash than his own community.

Ask him to identify Dick Tracy, Peanuts, Steve Canyon, Gasoline Alley. The names will register faster than those of his Senator, Congressman, Police Chief, grocer, dentist, barber—and most of his neighbors.

Why not? College men are human. Like the rest of the population, they grew up with Sunday Newspaper Comics. And they stay with Comics. In fact, there are more college graduates reading Metro Sunday Comics every week than any other publication you can buy.

Metro Sunday Comics Network goes into 19,000,000 homes and racks up a total readership of 40,000,000! Its audience is real. Live. Loyal. Stable. Every week. The year 'round. Its advertising is welcomed and *read*, not regarded as an interruption or an opportunity for a quick snack.

What about *response?* Ask any advertiser who has tested it. And here's fair warning: *Don't make an offer in Metro Sunday Comics unless you're prepared for a deluge!*

Examine what your money can buy in Metro Sunday Comics. The biggest circulation; best noted and read ratings; top markets; top income and education brackets. Pick the categories you want: Metro Sunday Comics Network holds up. Get the full, fabulous Metro story now. You'll be glad you did—and so will the stockholders!

All you need for the complete story is an open mind and a telephone to call MUrray Hill 9-8200 in New York City, or you can call any branch office listed below.

METRO COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 • **Chicago 11,** 1710 Tribune Tower • **Detroit 2,** New Center Building • **Los Angeles 5,** 3460 Wilshire Boulevard • **San Francisco 4,** 155 Montgomery Street

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BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

ONLY 10 CITIES
in the 100,000 or more population group doubled population during the past 10 years.
8 of these 10 cities are in the Southwest and Pacific Coast.

EL PASO'S POPULATION
more than doubled with a 108.6% increase. 1960 Population 272,239

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Adenauer Shift to Deutschland Roils German TV

Freies Net Thought It Had Official Nod; States Make Plans for 3rd Net

BONN, Aug. 10—A sudden decision by Chancellor Konrad Adenauer has turned West Germany's television channel over to a newly formed corporation, Deutschland Fernsehen, instead of giving it to the private corporation, Freies Fernsehen, which previously had been guaranteed the rights (AA, July 25).

The various states of West Germany are in an uproar over the switch, which leaves them with considerably less control over the second—and commercial—channel. The states are threatening to withhold the 1,000 marks apiece (about $240) which they have been asked to put into Deutschland Fernsehen, and to form their own state-run channels, which would likewise be supported by commercials.

Mr. Adenauer caught the whole country off guard by announcing the new commercial enterprise, Deutschland Fernsehen, is to be established, with 12,000 marks of capital from the federal government and 1,000 from each of the state governments for initial operation of the supervisory corporation. Fritz Schaeffer, federal minister of justice, was named temporary "trustee," acting for the interest of the states.

■ The new move, incidentally, provided an exclusive scoop for the current single German television channel; Mr. Adenauer had called a tv representative in to witness the signing of the contract, which was shown on the July 25 night news show, while the German dailies carried the story only the following day.

Channel 2 is slated to go into operation Jan. 1, 1961, producing news shows and public service programs, but with all the rest of its shows bought from private companies. Only 10% of transmission time will be available to advertisers and for spot commercials only—there will be no sponsorship of programs.

Deutschland Fernsehen is to be governed by a 15-member board comprising five representatives of the federal government; five from the states (meaning that not all the states will have a representative—one of their major objections); and one each representing the Protestant, Catholic and Jewish churches, labor and industry.

Mr. Adenauer thus arbitrarily ended one phase of Germany's seven-year war concerning the second tv channel.

The states are considering a boycott of the second channel and establishment of a third channel network, which would operate similarly to the single channel network now in operation (with the states splitting the time, and each state carrying the same shows). This channel would also be commercial.

Hessischer Rundfunk (Frankfurt), Southwest Rundfunk (Baden-Baden) and South German Rundfunk (Stuttgart) are already constructing their own stations to handle a new channel.

■ Really left holding the big financial bag is Freies Fernsehen, whose officials refused to make any statement at this time. They had established a bank credit of $5,000,000 with the assurance of federal government officials that they would be granted the second commercial channel; had signed up a full staff of executives and talent, and had contracted with Munich's Riva studios for production, which was to start Aug. 1.

Actually, it is the only group with staff and production plans ready to fill the gap, and whether it will supply the new Deutschland Fernsehen with shows remains to be seen.

Two things are certain—someone will get the second channel on the air next January for Germany's 4,000,000 tv set owners, and someone will be able to buy commercials. Just who and how isn't final. #

Schneckenburger to Simmons

Richard Schneckenburger, formerly sales manager of the Lancaster, Pa., branch of Flexsteel Industries, Dubuque, Ia., has been named marketing manager of the living room division of Simmons Co., New York, furniture manufacturer. Mr. Schneckenburger will be headquartered at La Grange, Ill.

CENSUS REPORTS...

FLINT IS THE 2nd

LARGEST MARKET IN MICHIGAN

2nd in population

Flint continues to show tremendous gains in population, sales and buying power. Advertisers, both local and national, have found it a lucrative market for selling goods. Give Flint an important place in your selling plans, too! The Flint Journal, delivered to more than 95,000* homes every day, is free from effective competition and gives easy access to Michigan's Second Market.

*ABC Publisher's Statement—March 31, 1960—95,568

FLINT METROPOLITAN AREA POPULATION NOW 370,200 UP 36%

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

The biggest salesmaker in America!

This little fellow, his sister, and millions like them, are responsible for more product sales than the best professional salesmen in America! During his first ten years, he is the reason for increased buying of everything from houses to harmonicas, to dentifrices and deep-freezers. FAMILIES WITH CHILDREN ARE THE BIGGEST BUYERS! ONLY PARENTS' MAGAZINE GIVES YOU CIRCULATION 100% IN THIS MARKET OF BIGGEST BUYING!

PARENTS' MAGAZINE CIRCULATION	CHILDREN IN PARENTS' MAGAZINE FAMILIES	MONTHLY READERSHIP
1,835,000	4,200,000	6,200,000

This Seal UPS Sales! Ask about its use for your product.

COMMENDED BY THE PARENTS' MAGAZINE INSTITUTE

52 VANDERBILT AVENUE, NEW YORK 17, N. Y. • CHICAGO • ATLANTA • BOSTON • DETROIT • LOS ANGELES • SAN FRANCISCO

Bad Advertising Sets Up Business as Target for Attackers, Banzhaf Warns

(Continued from Page 3)

for anyone who may want to attack it.

■ "Selling, in any of its forms, must be a service to the public. The practice of selling as a form of coercion or intimidation is wrong, and those who think of it in this way do not understand the factors that produce sales. People buy products only if they know about them. So selling and advertising are nothing more or less than a communication service.

"A few of our economists and educators in recent years have been damning advertising as a device whereby business forces the public to buy frivolities it really doesn't need. They say that instead of forcing people to spend so much money on inconsequentials, we should tax advertising or otherwise curb its power and, through the federal government, channel a greater share of the public's income to health, education, armament and public works.

■ "Advertising can't create wants. The wants of people are within themselves, either latently existent or openly manifest. So if the public spends too much money on frivolities, it is not because manufacturers force them to. If the public demands them, manufacturers should fulfill this demand, including both producing them and advertising their availability," he said, pointing out that this does not apply to products or services that are morally or socially degrading.

Advocates of centralized control fail to understand, he said, the freedom of the buyer to buy or not to buy as he sees fit. "They do not realize that the buyer's force is greater than the seller's," he said.

"There is so much more being said against business than is being said for it that the battle is being lost by default," he said. It's time for every business man "to believe, practice and teach the great benefits [which] sound and ethical business [confer on] our society.

"Good business, like good government, is based upon sound moral principles and will not endure unless it is," he maintained. "The simple and fundamental truths of ethics, morality, hard work, freedom and individual initiative are the necessary characteristics of American business.

■ "I urge you to start at once teaching people inside and outside of business that searching for something for nothing is a bad personal policy and a worse national policy," he said.

"The first objective of any business man must be serving the needs of his market; his second objective, that of earning a profit, depends upon how efficiently he is able to satisfy the first objective. If he reverses the order of these objectives and puts profits ahead of serving the needs of his market, he eventually loses his market and so loses the profits he sought in the first place."

A recent survey by American Telephone & Telegraph Co. demonstrates this, he said. The survey analyzed both companies and industries that were profitable and those that were not. The main distinguishing characteristic was that the successful placed first emphasis on satisfying the needs of a market, the unsuccessful placed profits ahead of market needs and thus eventually failed to satisfy their markets.

As for profits, Mr. Banzhaf is "frankly sick and tired of hearing innuendos and slurs implying that it's a sin to make a profit. The villain in our society is not the one who earns a profit but the one who does not. We must stop apologizing for profits and start pointing to them with pride."

■ The AT&T study showed, he said, that companies with the most profit pay the highest wages, have the best employe benefit programs, contribute the most to education, charities, etc. and "certainly contribute the most to the common good through taxation."

When it's all added up, he said, "three out of five dollars earned by the typical company are paid out to support government of one kind or another. If this is not to benefit the common good, then I fail to understand the meaning of the word."

Mr. Banzhaf also pointed out that it was his observation that the business men in most communities contribute much of their own time and money to such activities as education, culture, charity and government service, than any other group.

Further, he said, "in the past ten years, the money spent by the American public on such things as education, religion, highways, hospitals, school buildings and public health and welfare has gone up two to three times faster than expenditures for consumer goods. The cries to the contrary simply are not supported by facts." #

Little Movies Opens Offices

Robert Prunier Davis, former tv art director of commercials at Batten, Barton, Durstine & Osborn; Duard Guise Slattery, former account executive at BBDO, and Ezra Reuben Baker, formerly with Screen Gems, have established Little Movies Co. The new company, with offices in Mt. Vernon, N.Y., will specialize in film production.

Scott Joins MGM-TV

Malcolm Scott, formerly U. S. sales manager of Intercontinental Television, S. A., has been named director of industrial film sales of MGM-TV, producer-distributor New York. He will report to Tom Curtis, head of the MGM commercial and industrial film department.

WHAY Appoints Forjoe

Forjoe & Co. has been named national representative for WHAY, Hartford-New Britain, Conn. The radio station formerly was handled by John E. Pearson Co.

If you sell apparel in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV*

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Apparel Sales $97,753,000—1958.

KVAL-TV Eugene NBC Affiliate Channel 13

KPIC-TV Roseburg • Channel 4 Satellite

SAN DIEGO CALIFORNIA BUYS

Now—EASTERN'S Flying Freighters offer

OVERNIGHT DELIVERY

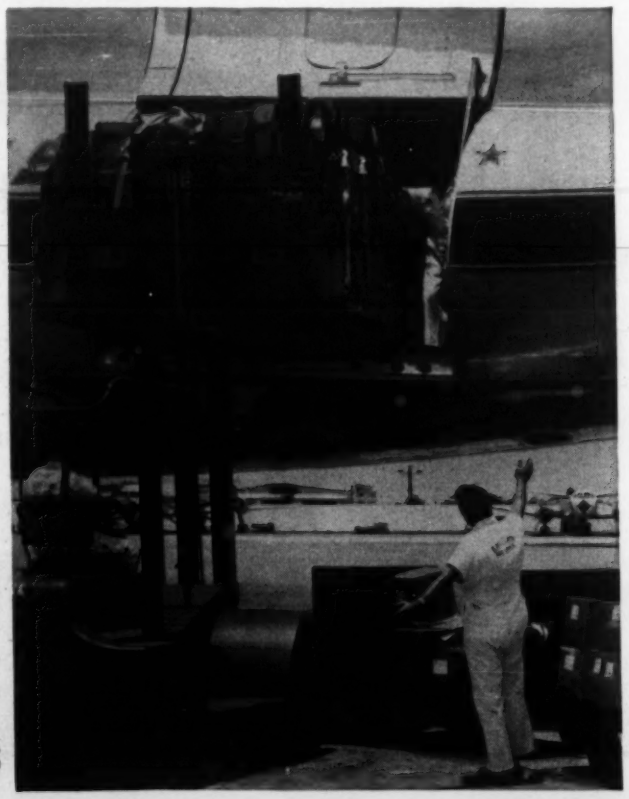
New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES



Ad Folk Frolic at Westinghouse Wingding

NEW YORK, Aug. 10—Freedomland, this area's newest amusement park, was the scene of an unusual Westinghouse Broadcasting Co. promotion last week.

On hand for a day of fun and frolic, mingled with a few facts and figures, were 400 agency men and women. Hosts were the Westinghouse stations and their reps, AM Radio Sales Co.

COOL PITCH—*A cast of nine put on a water skis presentation for the 400 agency men and sank in some sell on the way.*

■ The Freedomland attractions on the party schedule were selected to tie in with the markets in which Westinghouse radio and tv stations are located. Among the attractions and the respective hosts: A drive through New England in an old car —WBZ and WBZ-TV, Boston; a rocket launching at "Satellite City" —WJZ-TV, Baltimore; Civil War battlefield tour—KDKA and KDKA-TV, Pittsburgh; a trip around the Great Lakes—KYW and KYW-TV, Cleveland; the famous Chicago fire—WIND, Chicago; ride on a fur trapper's boat—KEX, Portland, Ore.; re-creation of the San Francisco earthquake—KPIX, San Francisco, and a trip through a western fort—WOWO, Ft. Wayne, Ind.

Besides this full schedule, there were "funtests," built around facts about the company's stations; door prize drawings (the top prize going to North Advertising's Barbara Sweeden); a water show; songs by cowboy Rex Trailer of WBZ-TV, and dinner at the Glen Island Casino. #

Akst McGannon Simpson

THREESOME—*Taking it easy during a Freedomland boat ride are Westinghouse Broadcasting president Donald H. McGannon and Elaine Akst, Rockmore Co., and Jean Simpson, Grey Advertising Agency.*

Clitter Joins Kae Algyer

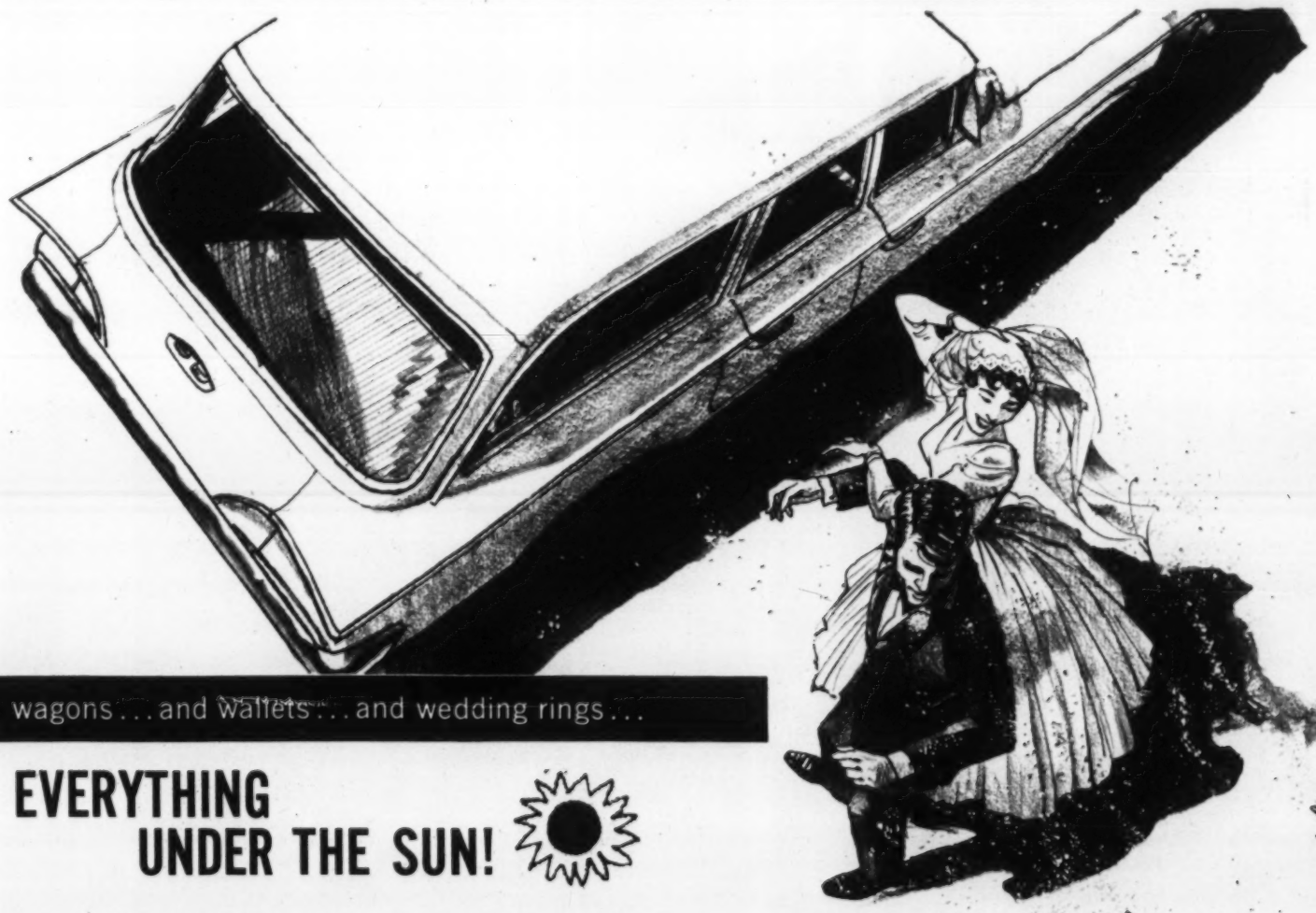
David A. Clitter has joined Kae Algyer/Advertising, Los Angeles, as a principle and an account executive. He was formerly advertising manager of *Westways*, publication of the Automobile Club of Southern California. Before that he was with J. P. Stevens Inc., New York.

Lewis Joins Brady Co.

Ralph H. Lewis has joined the account supervisory staff of Brady Co., Appleton. Mr. Lewis was formerly managing editor of *Construction Methods & Equipment*, New York.

FOR JET AGE "SMALL-FRY PILOTS"
Great two-for-the-price-of-one promotional items. Day-glo colors. Your sales message can be imprinted.
9½" Turbo-Prop spins — 4½" Turbo-Putt-Putt sounds like a motor. Fits all bikes & trikes.
Write for sample set and quantity prices, enclosing 50¢ handling-postage cost.

R-W CORP., WOODLAND HILLS, CALIFORNIA



wagons . . . and wallets . . . and wedding rings . . .

EVERYTHING UNDER THE SUN!

AUTOMOTIVE STORE SALES in San Diego County reached an estimated $245,266,000 last year. That total places San Diego fifteenth among the nation's 200 leading counties — well ahead of counties like these:

MILWAUKEE, WISCONSIN	$224,132,000
KING (SEATTLE), WASHINGTON	$201,956,000
DENVER, COLORADO	$185,406,000
SAN FRANCISCO, CALIFORNIA	$155,850,000

Sell San Diego through the advertising columns of The San Diego Union and Evening Tribune. These metropolitan dailies offer combined circulation of more than 200,000 (227,678 ABC 3/31/60). Readership (evening-Sunday combination) is 86.9%.

SALES ESTIMATES: COPYRIGHT 1960 SALES MANAGEMENT SURVEY OF BUYING POWER

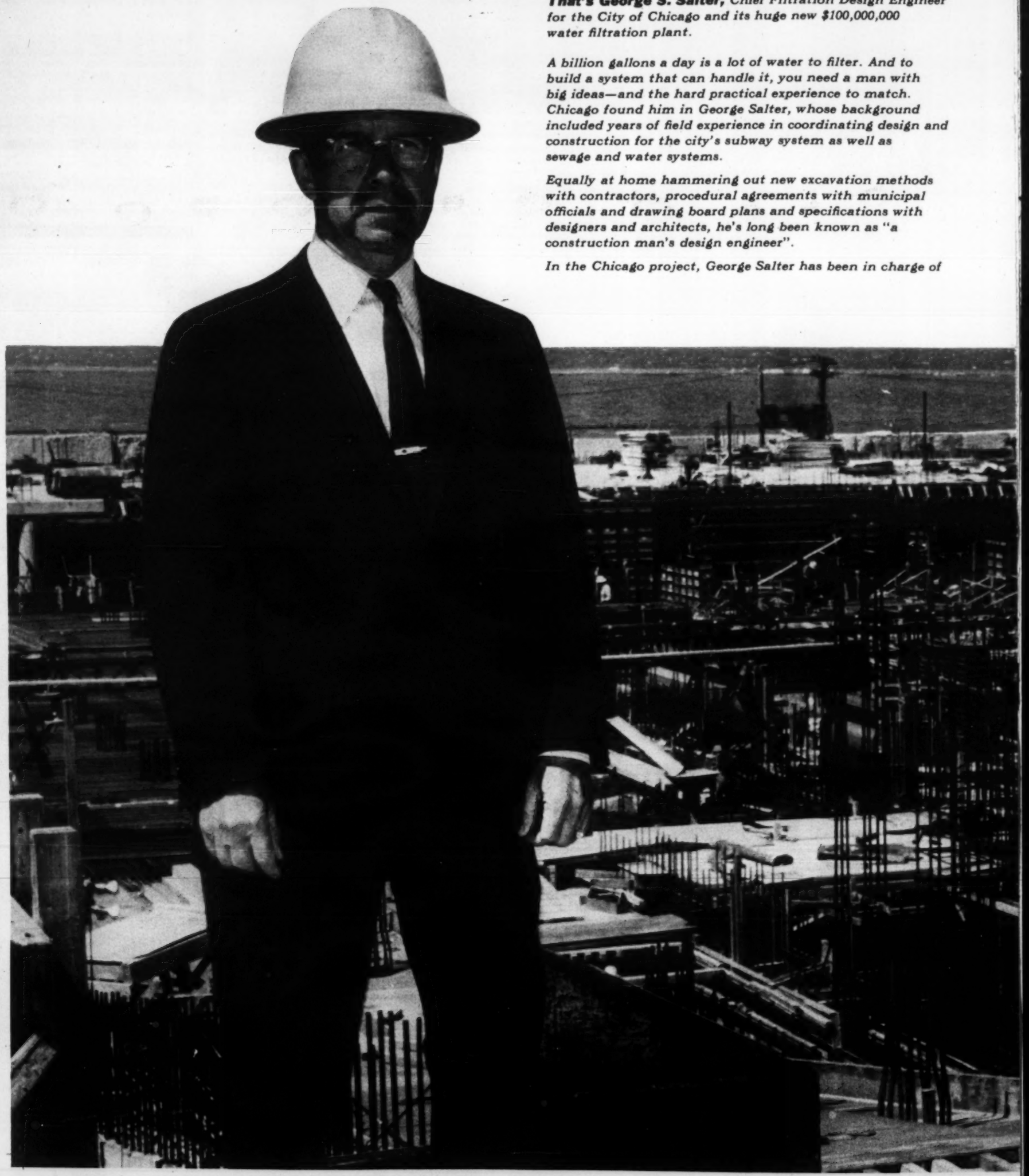
The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

BIG-VISIONED, TOUGH-MINDED, INFORMED, SUCCESSFUL . . .



That's George S. Salter, *Chief Filtration Design Engineer for the City of Chicago and its huge new $100,000,000 water filtration plant.*

A billion gallons a day is a lot of water to filter. And to build a system that can handle it, you need a man with big ideas—and the hard practical experience to match. Chicago found him in George Salter, whose background included years of field experience in coordinating design and construction for the city's subway system as well as sewage and water systems.

Equally at home hammering out new excavation methods with contractors, procedural agreements with municipal officials and drawing board plans and specifications with designers and architects, he's long been known as "a construction man's design engineer".

In the Chicago project, George Salter has been in charge of

the design for about $70,000,000 in construction to date at the central filtration plant, plus about $15,000,000 worth of large water tunnel construction under Lake Michigan. When completed in 1962, the project will serve the water needs of the northern two-thirds of Chicago and its suburbs, with a total population of 3,000,000.

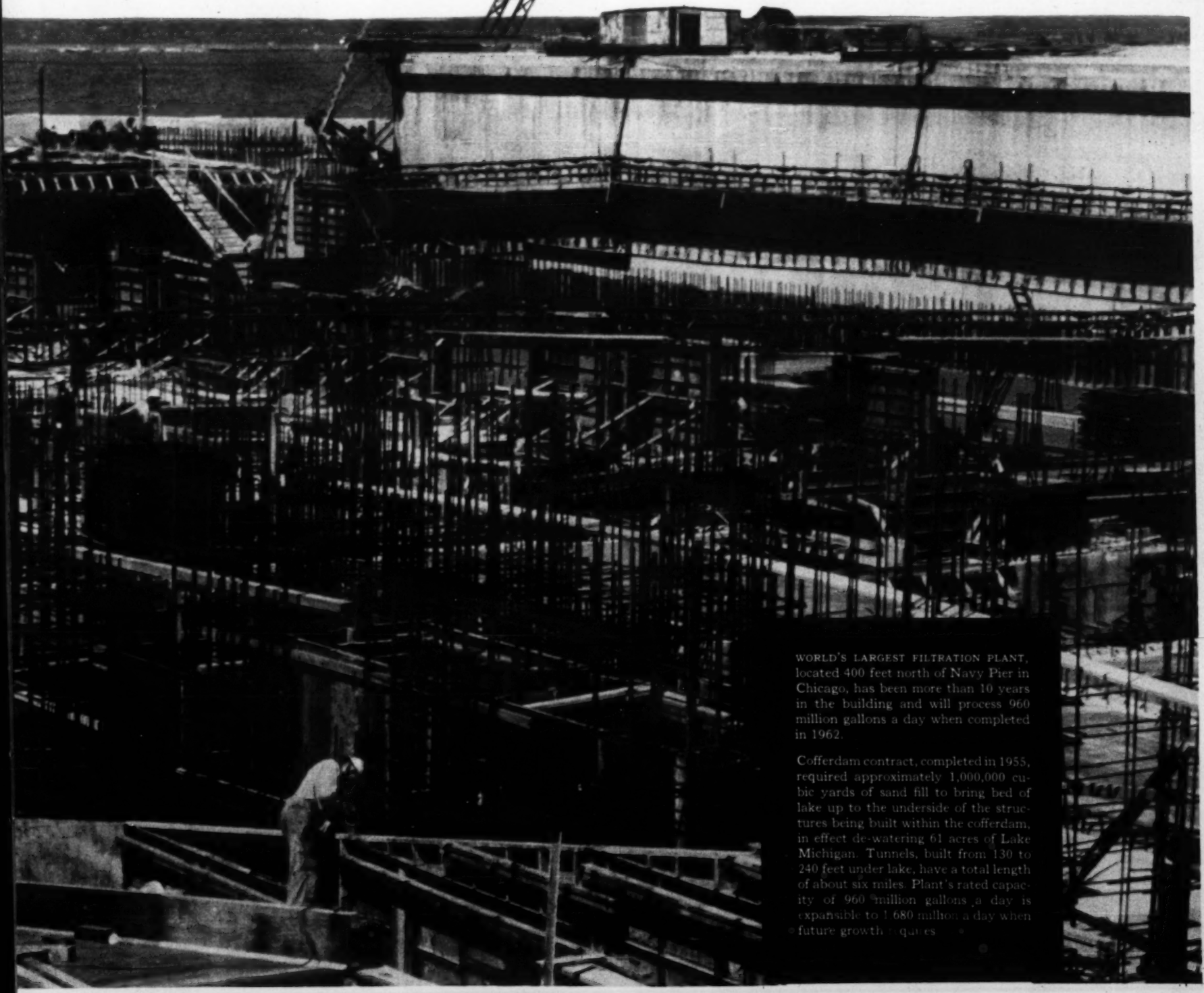
Men like George Salter—the engineers, owners, architects and contractors whose ideas are providing the plant to meet the growing needs of America—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the equipment, materials, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

A McGRAW-HILL PUBLICATION 330 WEST 42ND STREET, N.Y. 36, N.Y.



WORLD'S LARGEST FILTRATION PLANT, located 400 feet north of Navy Pier in Chicago, has been more than 10 years in the building and will process 960 million gallons a day when completed in 1962.

Cofferdam contract, completed in 1955, required approximately 1,000,000 cubic yards of sand fill to bring bed of lake up to the underside of the structures being built within the cofferdam, in effect de-watering 61 acres of Lake Michigan. Tunnels, built from 130 to 240 feet under lake, have a total length of about six miles. Plant's rated capacity of 960 million gallons a day is expansible to 1,680 million a day when future growth requires.

Jordan, Sieber Names Cohen

Jordan, Sieber & Corbett, Chicago pharmaceutical agency, has named Samuel E. Cohen design director. Mr. Cohen formerly was executive art director of North Advertising and art director of Edward H. Weiss & Co.

Martin Fromm Moves Offices

Martin Fromm & Associates, Kansas City agency, has moved to its own building at 633 E. 63rd St.

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

Attn.: Book Department

Independent TV Reports July Sales

NEW YORK, Aug. 11—Independent Television Corp. has just chalked up the most successful sales month in the company's history, according to Alvin E. Unger, vp in charge of syndication.

These are some of the figures reported by Mr. Unger after a hot July selling spree: "Best of the *Post*," the new dramatic series, sold in more than 70 markets—most of them in the top 50—in just three weeks of selling; "Jeff's Collie," scheduled in more than 170 markets; "Stage Seven," another dramatic offering, already booked for approximately 150 stations; "Cannonball," truckers' adventure series, scheduled for nearly 110 markets; "Interpol Calling," international criminal police thriller, scheduled for 119 markets, and "Susie," Ann Sothern re-runs, sold in several more major markets.

■ "Four Just Men," starring Vittorio deSica, Jack Hawkins, Dan Dailey and Richard Conte, has been bought for more than 159 markets. A major regional sponsor for this ITC adventure film is Drewry's beer, which is presenting the show in Chicago, Detroit, Toledo, Cedar Rapids, Evansville, Indianapolis-Bloomington, Cadillac, Flint, Kalamazoo, Lansing, Marquette, Rock Island, South Bend and Terre Haute. #

Scott Elects Reynolds

John A. Reynolds has been elected president of Scott Inc., Milwaukee agency. Mr. Reynolds, who joined the agency in 1950 and has been exec vp since 1958, succeeds Harry H. Scott, founder of the agency and president since 1948.

Sloan Leaves BC&G

Mike Sloan has resigned as vp and director of Botsford, Constantine & Gardner, San Francisco, effective Aug. 31. Sloan has been with the agency four years and most recently has supervised advertising for Japan Airlines.

Bell Joins Kennett

Stanley Bell, formerly public relations executive of Fluor Corp., has joined Kennett PR Associates, Los Angeles, as an account executive, specializing in business and industrial trade publications.

LIFE

GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF
JEWELRY, OPTICAL GOODS AND CAMERAS

(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$1,201,752
2.	Saturday Evening Post	1,075,647
3.	Look	790,867
4.	Reader's Digest	552,997
5.	Sports Illustrated	271,539

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

TELETYPEWRITER MESSAGE

TO ALL LADIES' HOME JOURNAL BRANCH OFFICES JULY 29 1960

FROM M S GOULD VICE PRESIDENT AND ADVERTISING DIRECTOR

RE QUERIES ON BUSINESS FORECAST

ALL ORDERS NOW IN ON JOURNAL EXCLUSIVE – NATIONAL RETAIL HARDWARE ASSOCIATION'S 7-AD OCTOBER PROMOTION – EKCO, COSCO, WEAR-EVER, PYREX, RUBBERMAID, BISSELL, BORG-ERICKSON – 23,000 DEALERS TO TIE IN . . .

ALSO OCTOBER ORDER FIRM TODAY FOR 4 PAGE 4-COLOR MAZOLA – GOLD MEDAL FLOUR AD . . .

NOTE PAN AMERICAN COFFEE RETURNING TO JOURNAL THIS FALL – LIKEWISE SHIP 'N SHORE BLOUSES . . .

ADD ADDITIONAL SPACE TO MAIDENFORM'S SCHEDULE THIS FALL – ADD ECONOMIC LABS "FINISH" WITH MORE SPACE TO COME ON ELECTRASOL – ADD ADDITIONAL SPACE ON SINGER SEWING MACHINE SCHEDULE – ADD TWO 4-COLOR PAGES FOR THE MAYBELLINE COMPANY . . .

REVISE TO BLEED FOR WILLIAM CARTER INFANTS WEAR ON FIVE PAGES – ALSO ON GREEN GIANT, DEL MONTE, ONEIDA, SIMMONS, CANNON, BEAUTIFUL HAIR BRECK, AND TIE-TIE GIFT WRAPPING (CHICAGO PRINTED STRING) – ADD BED-SPREADS TO CANNON TOWEL SHEET AND HOSIERY SCHEDULE . . .

SCHEDULE POSTCARD INSERTS FOR AMERICAN CAN, VITA-SAFE, COLUMBIA RECORDS, DOUBLEDAY ONE DOLLAR BOOK CLUB, ENCYCLOPEDIA BRITANNICA IN SECOND SIX – NEW SPECIAL TEAR-OUT PERFORATED UNIT ON WARNER'S DOUBLE PLAY . . .

BET ON SHULTON TO SET JOURNAL RECORD FOR COSMETICS WITH THREE PAGES IN JULY WITH BIGGEST SPLURGE BETWEEN NOW AND DECEMBER – BRISTOL-MYERS ALREADY EARNING NEW DISCOUNTS WITH FOUR PAGES IN JULY ALONE . . .

CLAIROL BACK WITH "COME ALIVE GRAY" – ADD 4-COLOR PAGE FOR BOURJOIS – HELEN PESSL LITTLE LADY TOILETRIES – PUT BECTON DICKINSON DOWN FOR THE FIRST MAJOR CAMPAIGN FOR THERMOMETERS . . .

LOOK FOR BORDEN'S EAGLE BRAND CONDENSED MILK – GENERAL FOODS BAKER'S ANGEL FLAKE COCONUT TO GO JOINT PROMOTION – DU BARRY-HUDNUT TO STEP UP PACE – ALSO PEPPERELL . . .

MARK PARADISE KITTENS/KITTEN-ETTES SHOES TO REPEAT LAST YEAR'S SUCCESSFUL CONTEST – THIS TIME BIGGER . . .

ADD TWO PAGES ON OCEAN SPRAY CRANBERRY FOR LATE FALL – TWO 2-COLOR ADS FOR TOASTMASTER – ANOTHER 1960 SPECTACULAR ON PET MILK – SWITCH THE NATIONAL RED CROSS SHOE WEEK PROMOTION OF U. S. SHOE CORPORATION INTO THE JOURNAL . . .

KEEP CLOSE TABS ON THIS MAJOR TREND TO THE JOURNAL . . .

M S GOULD

McCulloch in Drive for Kart Racing Engines

McCulloch Corp., Los Angeles, launched a year-long schedule in karting and automotive hobby magazines in August to advertise its kart racing engines, and to introduce a new MC-6 engine. Page ads are running in *Karting Sport, Popular Karting, Kart Magazine, Karting World, Rod & Custom, Hot Rod* and *Car Life*.

One series of the ads will spotlight McCulloch engine wins in major races during the past year. Fuller & Smith & Ross, Los Angeles, is the agency.

Manning's Moves to Compton

Mannings Inc., West Coast restaurant chain with headquarters in San Francisco, has shifted its $500,000 a year advertising account from Knollin Advertising to Compton Advertising. Compton will direct advertising and marketing for Manning's Coffee Co., a wholly owned subsidiary; the restaurant and bakery divisions and Manning's Food Service Management division.

Price Buys City Sign Service

Steve Price, former president and general manager of Naegele Outdoor Advertising, Wichita, has purchased City Sign Service, Kansas City, from Elmer Miller, president, for an undisclosed sum. In addition to Mr. Price as president, other new officers of City Sign are Henry Comley, vp, and Elva Price, secretary-treasurer. Ira Bartel continues as sales manager.

Young Kaus Pappas

GIFTED—*John Orr Young, a judge in a creative contest for agency people sponsored by Puck—The Comic Weekly (AA, Aug. 8), congratulates writer Ty Kaus and artist Nick Pappas, who captured first prize in the contest. Both admen are with Cunningham & Walsh in New York, and both took home 1960 Plymouth station wagons, awarded for their winning comics ad.*

Summer Congress Seen Unlikely to Comply With Ike's Renewed Plea for P. O. Rate Hike

WASHINGTON, Aug. 9—President Eisenhower has renewed his request for a postal rate increase, but there is every indication that Congress will ignore the plea.

The President, in a message to the special session of Congress which convened yesterday, asked for passage of a long list of measures he proposed last May. He said: "I urge . . . a postal rate increase to avoid saddling the next administration and taxpayers generally, wholly unjustifiably, with a postal deficit nearing $1 billion a year."

Senate majority leader Lyndon B. Johnson (D., Tex.) told the Senate that postal rate legislation must originate in the House and said, "I would not want consideration of such a measure to interfere with the consideration of key measures on the agenda for the special session." #

McQuillan, Maddock to K&E

Kenyon & Eckhardt, New York, has named Bill McQuillan, formerly copy chief of Donahue & Coe, copy supervisor of its automotive tv-radio group, working on Comet, Mercury and Lincoln. K&E also has named Clark E. Maddock, formerly associate art director of Campbell-Ewald Co., an art supervisor in its Detroit office. K&E also has transferred L. E. Faunce from its Los Angeles office to San Francisco as creative art director.

Platt Leaves Weiss Agency

Harold J. Platt has resigned as a vp of Edward H. Weiss & Co., Chicago. Mr. Platt, with Weiss about five years, was account supervisor on the Purex account.

Koehring Joins McCann as VP, Creative Director

Martin Koehring has joined the Chicago office of McCann-Erickson as vp, creative director and a member of the plans board. Mr. Koehring most recently was creative director of Foote, Cone & Belding's West Coast operations.

Martin Koehring

He previously was with McCann as vp and creative director of McCann-Marschalk and a copy group head in McCann's New York office.

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

IN THIS MARKET, OPPORTUNITY KNOCKS Just Once!

Families building custom homes make many big buying decisions just once 2½ billion dollars worth this year Only F. W. Dodge can introduce you to these families . . . economically . . . at decision time!

Through the GUIDE TO HOME-PLANNING LITERATURE, you can reach each year approximately 100,000 'one-time' buyers of materials . . . equipment . . . furnishings . . . services . . . for their own new custom homes. These families are the cream of the market. They spend an average of 35% more to get all they want in a house. But they are in the market for only a very short time.

Dodge's GUIDE TO HOME-PLANNING LITERATURE is a unique, effective medium that offers literature promoting the products and services of leading companies to custom-home planners. On a day-by-day basis, Dodge mails the GUIDE to these top prospects, as they are discovered and verified by its field staff of over 1000 construction news reporters. Dodge immediately processes the returns and supplies to each participating firm, on gummed labels, the names and addresses of those requesting that firm's literature.

Only by using the GUIDE – custom-built for the job by Dodge – can you reach these families when their 'one-time' interest in your type of product or service is at its peak . . . and for no more than about the cost of a postage stamp apiece!

Check for yourself the outstanding results this new medium has achieved for a wide variety of companies. WRITE TODAY for a copy of the GUIDE, examples of actual results, and descriptive literature. Next closing is October 15. Standard agency commissions apply.

Guide to
HOME-PLANNING
Literature
YOURS FOR THE ASKING
This valuable folder offers free information on many of the most important types of products and services you are now considering for your new home . . . including latest products and developments you should know about.
Don't miss this convenient opportunity to
Get the facts before you buy!

F. W. Dodge Corporation
Construction News Div., Dept. ADA 80
119 West 40th Street, New York 18, N. Y.

Name_____

Company_____

Address_____

City_____ Zone____ State____

F. W. DODGE CORPORATION

Other Dodge publications and services: Architectural Record • Sweet's Catalog Service • Dodge Reports • Dodge Construction Statistics.

NEWSPAPERS SELL BEST IN NASHVILLE

REACHING 9 OUT OF 10 HOMES IN METROPOLITAN NASHVILLE; 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE

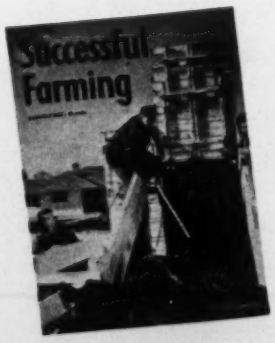
How much lift in a million butterflies?

Today the individual is deluged with a volume of stimuli and suggestion beyond his power of perception. A large part of the public has become habituated *to ignore advertising*. Advertising, in turn, has become the dispenser of ephemeral butterfly impressions—which psychologists find are largely forgotten within twenty-four hours. Are you buying volume audience and butterflies—at the expense of impact and influence?

There is one medium that is not merely leafed through, looked at, discarded—but read, studied, used, clipped, filed, referred to again, by one of the world's choicest class audiences. The medium is SUCCESSFUL FARMING. The audience is the country's best farm families—with cash incomes from farming 70% ahead of the national farm average.

SUCCESSFUL FARMING means business—helps its readers save work, avoid mistakes, increase production, and make money. And has been doing so for fifty-eight years.

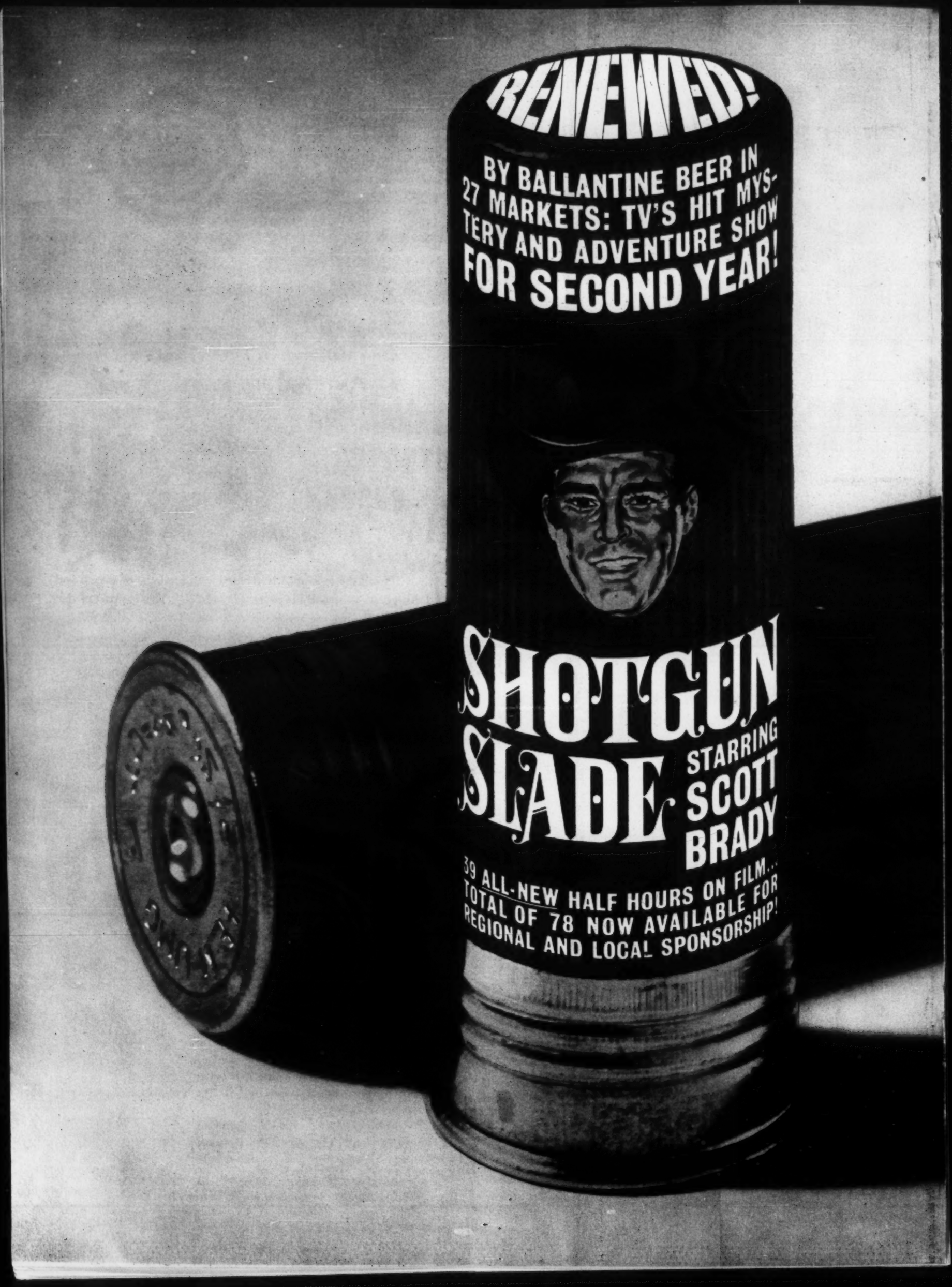
And it is the farm families' design for better living—with house plans, kitchen arrangements and equipment, home-making methods that result in better homes, better meals, better living.



SUCCESSFUL FARMING's service over two generations has given it a degree of influence with its audience unmatched by any other medium—that gets better reception and response for all the advertising in its pages.

Want more action and sales from your advertising? Try SUCCESSFUL FARMING. Any SF office can give you the details.

SUCCESSFUL FARMING . . . Des Moines, Chicago, New York, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.


RENEWED!
BY BALLANTINE BEER IN 27 MARKETS: TV'S HIT MYSTERY AND ADVENTURE SHOW FOR SECOND YEAR!
SHOTGUN SLADE
STARRING SCOTT BRADY
39 ALL-NEW HALF HOURS ON FILM... TOTAL OF 78 NOW AVAILABLE FOR REGIONAL AND LOCAL SPONSORSHIP!

Shotgun Slade is the "detective on horseback" series that combines *both* of TV's great audience appeals. Roaring adventure...thrill-a-minute mystery. And it gets double-barreled results—big and fast! Its big-name star, Scott Brady, became a top, two-fisted TV personality in a matter of weeks. Its excitement sold on sight. Shotgun Slade has proved its selling power. No wonder regional sponsors like P.Ballantine & Sons, Brewers, are ordering up a second smash year!

IT SHOT RIGHT INTO THE "TOP 10" LOCALLY AND NATIONALLY— AND STAYED THERE!

A double-barreled winner with that big audience look. Just check ARB for March, 1960...

RANK* IN MARKET	RATING	SHARE
#1 in Boston, WBZ-TV	21.9	41.0%
#2 in Oklahoma City, KWTV	31.8	50.6
#2 in Jacksonville, WJXT	33.1	56.8
#1 in Phoenix, KOOL-TV	19.9	32.6
#2 in Charleston, S. C., WUSN-TV	48.3	71.9
#3 in Omaha, WOW-TV	24.9	41.4
#9 in Philadelphia, WRCV-TV	17.2	44.4
#2 in Portland, Me., WCSH-TV	32.2	61.1
#5 in Baltimore, WMAR-TV	16.9	40.1
#3 in Fresno, KJEO	22.6	49.8
#1 in Binghamton, WNBF-TV	41.5	89.8
#5 in Baton Rouge, WBRZ	35.8	59.6
#7 in New Orleans, WDSU-TV	20.9	61.1
#8 in Miami, WTVJ	26.0	51.3
#4 in Albany-Troy, WRGB	20.7	44.7
#2 in Amarillo, KVII-TV	22.9	37.5
#8 in Burlington, WCAX-TV	29.0	53.3
#5 in Harrisburg, WGAL-TV	25.2	35.4
#1 in Chico-Redding, KVIP-TV	35.8	61.1
#5 in Birmingham, WBRC-TV	34.5	58.8
#1 in Bristol-Johnson City, WJHL	32.5	57.7
#5 in Savannah, WTOC-TV	28.5	50.5
#5 in Tampa-St. Petersburg, WTVT	27.8	50.5
#10 in Knoxville, WATE-TV	23.6	49.1

Sorry—no room for all the others! Better write, wire or phone your MCA TV film representative today.

**among all syndicated shows*

produced by **revue** studios

mca

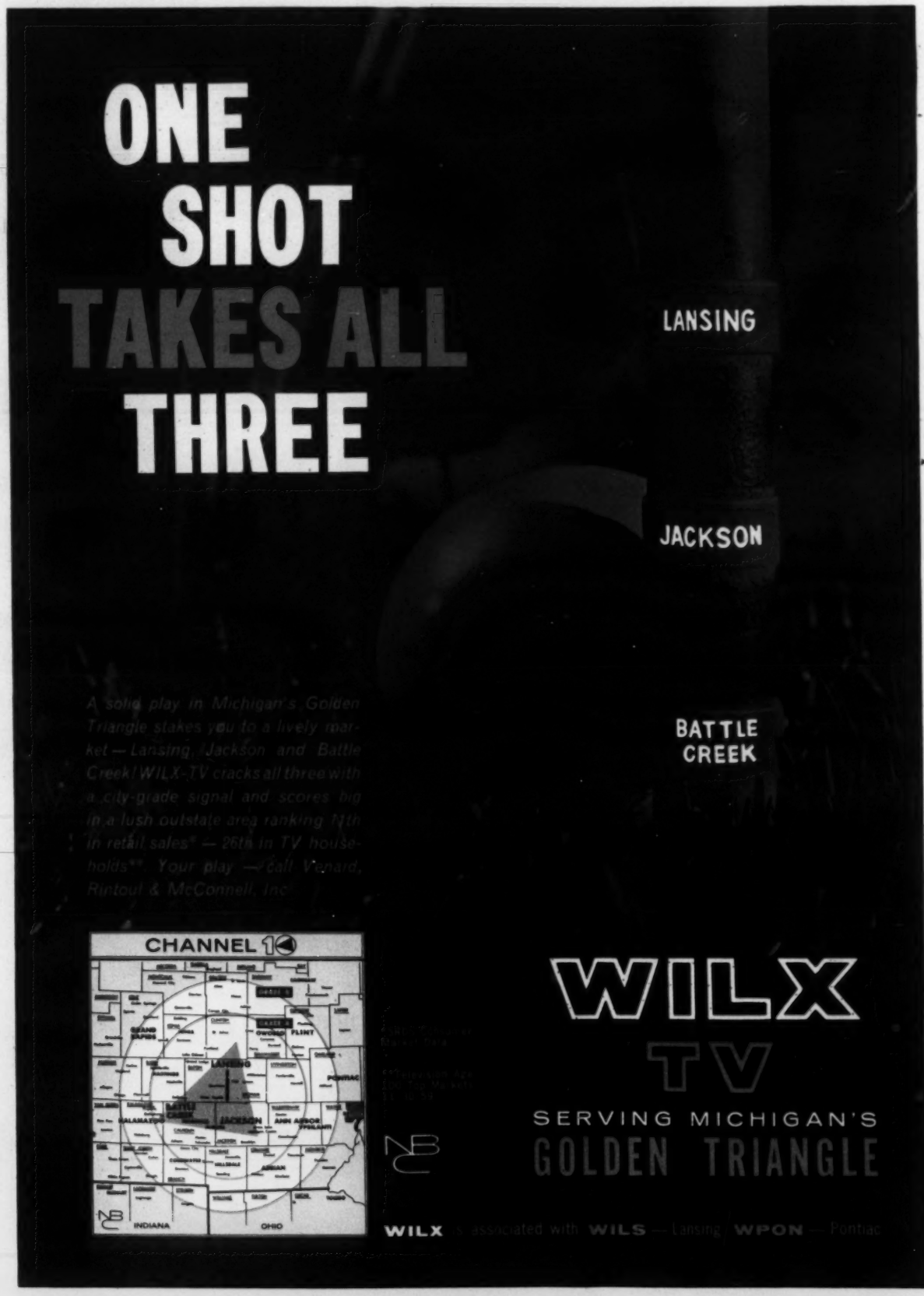
[illegible] 1, PLaza 9-7500

[illegible] everywhere

THE CHRONICLE MEANS THE WEST

Five-year trend in daily circulation:
The Chronicle gained 99,100
The Examiner gained 45,050

Source: Computation based on A. B. C. Publisher's Statements, 6 months ending March 31, 1955, 1960


ONE SHOT TAKES ALL THREE
LANSING
JACKSON
BATTLE CREEK
A solid play in Michigan's Golden Triangle stakes you to a lively market — Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 11th in retail sales* — 26th in TV households**. Your play — call Venard, Rintoul & McConnell, Inc.
CHANNEL 10
INDIANA
OHIO
WILX
TV
SERVING MICHIGAN'S
GOLDEN TRIANGLE
WILX is associated with WILS — Lansing; WPON — Pontiac

Along the Media Path

The **Montreal Gazette** has increased its six-day home delivery price from 30¢ to 35¢ a week. The newsstand price, remains at 5¢.

• A record crowd of nearly 10,000 persons jammed Davenport's municipal stadium to help **KSTT**, Davenport, celebrate its 14th anniversary. At the "birthday party," gifts were awarded. During the evening station personnel played the Quad City Braves baseball team in a two-inning exhibition game. A fireworks exhibition climaxed the evening's festivities.

• **KFVS-TV**, Cape Girardeau, Mo., has completed construction of its new tower, which stands 1,676' above ground and will double the station's coverage.

• **Chicago's American** will publish its annual "Mary Martensen's Holiday Cooking & Homemaking Guide" on Nov. 3.

• "Dimension," a unique combination of radio programming and on-air audience promotion, will be broadcast by the seven **CBS**-owned radio stations, beginning in September. "Dimension" features, which will consist of a complete library of one to three minute recorded sound essays by noted persons in the worlds of entertainment, government, industry and the arts, will be integrated into local shows according to the individual program schedule and community taste.

• The **Journal Co.**, Milwaukee, has completed negotiations for two Hoe Color-Matic 8-unit presses, with superimposed color decks in front of each folder. Delivery of the units, which represent a total investment of about $2,500,000, is expected by November or December, 1961.

• The **New London Evening Day**, New London, Conn., expects mid-October completion of a $250,000 addition of its downtown plant, which will house enlarged composing and stereotyping rooms on the second floor, a space for newsprint storage on the ground floor, and truck garage.

• **WCBS**, New York, will originate eight programs from Freedomland, USA, during the week of Aug. 15 in a major promotion that will give the station access to an estimated 117,000 people who pay admission to an amusement park on an average week. Newspaper pages and outdoor posters throughout the park, will promote "WCBS Radio Week."

• **WOR**, New York, listeners were startled recently when at the exact moment the station ran a spot commercial for **Esquire's** August article "Good-by New York," a fiction piece about the annihilation of the city by an atomic blast, New York's civil defense team sounded its monthly test of air raid sirens.

• The **Sunday Oregonian**, Portland, on July 31 published a special issue in conjunction with the opening of Lloyd Shopping Center, and carried a total of 232 pages, matching its previous record reached in 1959.

• Plans for a communitywide display of model homes and home furnishings, to be held during the annual fall Home & Home Furnishings Festival in Chicago, beginning in September, are being made by Home & Home Funishings Council of Chicagoland in cooperation with the **Chicago Tribune.**

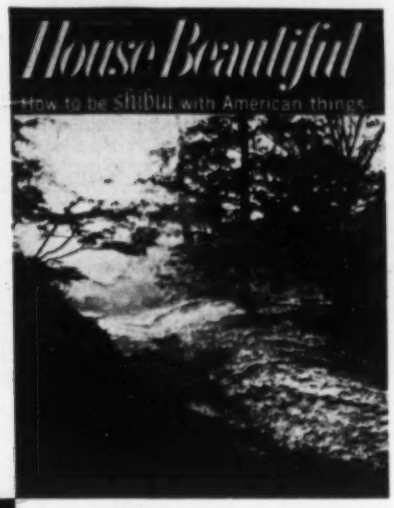
• About 2,500 entries have been received by **WIP**, Philadelphia, in its "My Son-in-Law is a . . ." contest, which began July 18. Winner of the contest will be awarded a six-day cruise in the Caribbean.

• **WTCN**, Minneapolis and St. Paul, celebrated its 35th anniversary last week.

• Hostess cake division of Continental Baking Co. has presented an award to radio station **KORD**, Pasco, Wash., for offering "the most outstanding assistance to a local bakery during a promotional drive." #

Howard to Wright, Campbell

Hamilton (Hal) Howard, formerly with Allen & Reynolds, Omaha, has joined Wright, Campbell & Suitt, Chicago agency, as creative director.



Discover

shibui

a new
word for beauty

— a new force in home furnishings

The 900,000* House Beautiful families (highest level in our history) are much more than mere digits. They are active, alert, aware. They are deeply responsive to new ideas and new products. They read House Beautiful because it reveals new concepts, because it produces for them an exciting "thrill of discovery". ■ These readers are making another discovery right now . . . a new concept called "Shibui". They first saw this new way of looking at things in our August issue. Now, in September, they are seeing how the "Shibui" standard of beauty applies to American furniture, fabrics, floor coverings and paints. And they are reacting again with high enthusiasm. ■ These issues, this idea and this kind of response will influence your business profoundly . . . just as House Beautiful's presentation of such concepts as Climate Control, the Living Kitchen, Naturalism . . . and so many others . . . opened up whole new areas for sales and profit. ■ Influence, you see, is House Beautiful's business . . . influence that raises America's sights. It means more business, new business, better business for you. And this genuine influence on people who set the pace is the fundamental reason why House Beautiful continues to be first, in every way in the quality home field.

*Publisher's Projection of average circulation, last 6 mos., 1960

House Beautiful

572 MADISON AVENUE, NEW YORK 22, N. Y.

ONE OF THE 13 KEY HEARST SELECTIVE MARKET MAGAZINES

Dynacolor Making Chain Retailer Pacts to Market New Film

ROCHESTER, N. Y., Aug. 10—Dynacolor Corp., independent processor of 8mm and 35mm color film, will manufacture 8mm and 35mm color film in competition with Eastman Kodak, Ansco and Gevaert.

The first major distributor of Dynacolor film will be the Walgreen drug chain, which will sell the product nationally under its own private-brand name, Walgreen's color film.

The new film will retail at approximately 60% of the price of competitive films.

William J. Brown, Dynacolor president, said the new film also has been ordered in quantity by another nationally known chain and that negotiations are progressing with a third. Dynacolor is the first American company to manufacture these two sizes of color film for consumer use in 25 years. The company also markets its color film under its own name, Dynachrome, and distributes it through photo finishers.

■ Mr. Brown told ADVERTISING AGE he does not expect his company's move into color film manufacture will have any "big effect pricewise on the market for some time." However, he anticipates it will "double the size" of the 8mm market and have a big impact on that phase of the business.

Mr. Brown said Dynacolor always has regarded the processing end of the business as "lacking continuing growth possibilities and limited as to profits." He also said the processing business is becoming a highly competitive one.

Dynacolor used the processing operation to "finance us into the larger business of film manufacturing," he said. "However, we will continue to expand our activities in the processing field."

Because there is such a huge market for film today, Mr. Brown does not anticipate Dynacolor's entrance into the field will cause a major upheaval in pricing or marketing practices of other producers.

Mr. Brown declined to identify other nationally known chains with which the company is negotiating to market its film products. But he said the company is working with a large number of major outlets. He said the new film has been so well received that the company is oversold.

■ The company will not advertise at the consumer level until it gets a national distribution setup and can supply the market, he said. All this depends on how much film its private brand customers can absorb; Mr. Brown looks for no national advertising program at least until next summer. #

Miami TV Station Names Rep. Officers

H-R Television has been named national representative for WLBW-TV, Miami. The appointment is effective Sept. 16 when L. B. Wilson Inc. will take over the operation of Miami's Channel 10 from the National Airlines subsidiary, Public Service Television. WPST-TV, as the station now is called, is represented by Edward Petry & Co.

Charles H. Topmiller, president of L. B. Wilson Inc., owner of WCKY, Cincinnati, will be general manager of WLBW-TV. He formerly was general manager of WCKY. This post will be taken over by Mrs. Jan Heinze, now secretary-treasurer of Wilson Inc. Thomas A. Welstead, vp in charge of eastern sales for WCKY, has been named vp in charge of sales operations for the Wilson Miami and the Cincinnati stations.

Musi-Pak to Keyes, Martin

Musi-Pak, New York, manufacturer of self-contained tape cartridge music systems, has appointed Keyes, Martin & Co., Springfield, N. J., to handle its forthcoming $250,000 advertising, merchandising and public relations program in consumer and trade media. At the same time, Stonco Electric Products Co., Kenilworth, N.J., has appointed Keyes, Martin to handle advertising for its line of outdoor lighting equipment.

Tidewater Transfers Zinkand

Albert H. Zinkand, formerly assistant to the marketing manager of Tidewater Oil Co., Los Angeles, has been appointed manager of Tidewater's export department, headquartered in New York. Mr. Zinkand joined Tidewater's marketing department in San Francisco 30 years ago. He succeeds R. S. McLaughlin, who is retiring.

Ayers Adds Stations

James S. Ayers Inc., Atlanta and Charlotte, has been named southern representative for the Thomas G. Tinsley Jr. stations, WITH, Baltimore; WLEE, Richmond, and WXEX-TV, Petersburg, Va., effective Sept. 1. Clarke Brown Co. formerly was the southern representative for these stations.

O'Rourke Adds Anchor Valve

John O'Rourke Advertising, San Francisco, has been appointed to direct advertising for Anchor Valve Co., San Francisco. The company makes valves for maritime and pipeline customers.

Hollingsworth Names Edwards

Cy Edwards, formerly sales manager of Thrift-Remsen Printers, has joined E. R. Hollingsworth & Associates, Rockford, Ill., as an account executive.

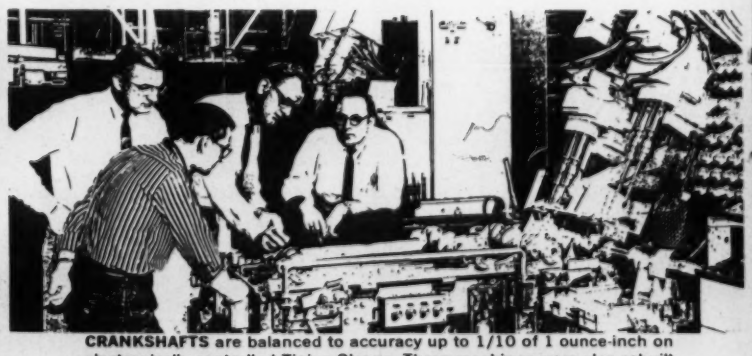
SWEATING IT OUT—Converting Lincoln-Mercury engine production to Falcons took plenty of manufacturing teamwork. In this session with Area Superintendents and Department Managers are: (1) Stan Gordon, Manager, Manufacturing Engineering; (2) Harvey A. Rothenberg, Plant Engineering Manager; (3) Stephen J. Kadar, Quality Control Manager; (4) Frank Zeiger, Production Manager; (5) Earl Dilworth, Production Control Manager.

FALCON... big sweat for

Ford's manufacturing-muscle men

Management team saves 12 months on production time-table for hot new compact.

ENGINE BLOCKS move in steady stream through giant Cincinnati machine which alternately broaches the pan rail, then the cylinder head face. A new machine, added for Falcon production, it is checked by Steve Kadar; Superintendent of Maintenance, Ed Shalek and Harvey Rothenberg.



CRANKSHAFTS are balanced to accuracy up to 1/10 of 1 ounce-inch on electronically controlled Tinius Olsens. These machines were also rebuilt from the Mercury line. On the job (left to right): Cam and Crank Area "C" Superintendent Lyle Gilroy; Line Foreman William Kettler; Frank Zeiger; and Stan Gordon.

Inland Dailies Show Linage Increases in First 6 Months

CHICAGO, Aug. 12—Midwest newspapers had a 6.1% increase in local display linage during the first six months of 1960, compared with the first half of 1959, according to the Inland Daily Press Assn.

In its "Advertising Index," Inland reported that total advertising for reporting newspapers in the 25,000 circulation class for the first six months of the year increased 5.9% over the like period last year. Newspapers in the 10,000 circulation group had a 2.1% increase in total advertising for the same period.

Total national advertising linage was up 1.5% for the 25,000 group, and down 0.4% for the 10,000 group.

In other categories, the 25,000 group marked a 6.1% in local display linage and 6.2% in classified. The 10,000 group scored a 2.9% increase in local display and a 3.6% gain in classified linage. #

'Los Angeles Times' to Add 'TV Channels' in September

The *Los Angeles Times*, Los Angeles, will begin distribution of *TV Channels*, New York Sunday tv supplement, effective with its Sept. 25 issue. The supplement, which was launched in June, is also being distributed by the *Dallas Morning News* and the *Bridgeport Herald*.

Beard to Lynch Communication

Forrest J. Beard, formerly with Long Advertising and John O'Rourke Advertising, San Francisco, has been named advertising and sales promotion manager of Lynch Communication Systems, San Francisco.

A metalworking manufacturing report for advertisers

From drawing board to proving ground in less than 14 months—instead of the customary two to three years . . . that's the sizzling story of the best-selling new Ford Falcon. And behind it, as you might suspect, are hundreds of the everyday manufacturing miracles that add sweat and zest to a production man's life . . . and make the difference between P and L on the company's financial report.

One of the major miracles was retooling the Engine and Foundry Division's Lima, Ohio, V-8 engine plant to produce the Falcon's in-line-6 without shutting down production on V-8's for Lincoln and Mercury. The formula: Ford's ingenious production concept that permits taking machine tools apart and putting them back together like building blocks. One result: substantial orders for tool builders . . . with half the plant's equipment rebuilt, half built new from scratch.

The story was told in detail in American Machinist/Metalworking Manufacturing and is typical of the stories that make AM/MM such vital reading for some 42,000 metalworking manufacturing men. Every other Monday, they turn to it as a source book for new ideas, new machines, new materials in their constant search for better, less costly ways to make things of metal. If your product can help them, give them the facts in AM/MM. They read it with their eyes and minds wide open, ready to buy. That's why it is the most direct, efficient, and effective way of selling to metalworking.

CYLINDER BORES are made automatically on Falcon straight-six engine blocks. These Cross machines originally bored Mercury V-8 blocks. Studying machine conversion blueprint are Stan Gordon; Block Production Line Foreman Ray Prior; and Frank Zeiger.

To sell men who matter in metalworking, your advertising belongs in

American Machinist / ***Metalworking Manufacturing***

A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N Y

ABP ABC

NEW PRODUCT—*Kal Kan Foods, Los Angeles, kicks off a new product Aug. 15 with 1,680-line ads like this in 100 Southern California dailies and weeklies for a new pet food. Campaign, running through September, will include color pages in Sunday magazines. Fuller & Smith & Ross is the agency.*

Wisconsin Acts to Remove Some 100 Outdoor Ads

MADISON, Aug. 8—The Wisconsin highway commission has sent out its first orders calling for removal of outdoor boards along the interstate highway system under a new state law.

The initial 30-day notices went to sign owners in Racine and Kenosha counties—the southeastern part of the state. Charles Aten, acting maintenance engineer of the highway department, said the exact number of signs to be removed in that area may total more than 100.

■ Most of the signs to be removed are in the "directional category" designated by highway department rules. Those signs, directing motorists to a business establishment, may advertise only gasoline, food, lodging, recreational facilities and automotive services within 12 air miles of the highway.

They cannot be placed within two miles of an exit ramp or within 1,000′ of an entrance ramp on the interstate system. They also must be at least 1,000′ from each other and must be less than 150′ square. There can be no more than two of them to a mile.

■ Interchanges in the two counties were placed at such short intervals that no "directional" signs will be permitted on the interstate route in Kenosha county and only a few in Racine county, Mr. Aten declared. In those counties, the interstate section is along old Route 41 in a thickly populated area.

Mr. Aten, who has charge of administering the law governing the signs, declared there probably would be some removals in Milwaukee county, but sees few on interstate system sections in Rock, Waukesha, St. Croix and Dunn counties. There new highway routes were selected.

The new law governs billboards 606′ on either side of an interstate highway. There are no restrictions on advertisements outside of that area, and other signs provided for under the law are official highway signs and signs advertising places run by the state, a county or a municipality. #

Ad Council Pays Tribute to Agencies in Spritely Book

The Advertising Council acknowledged the creative ability and hard work of advertising agencies in an unusual booklet last week. It specifically mentioned many campaigns on which the agencies had worked in the last two years. The booklet was produced, the council said, because some credit was due "before another two years went by." The council acknowledged that it was hardly news—things like this have been going on for 18 years. And then produced this dialog: Q: Is there any more to tell? A: Lots. But you know what Alexander Pope said? Q: No. What did he say? A: He said, "Do good by stealth, and blush to find fame." (Satires, Epistles and Odes of Horace). Q: Will the rest make advertising agency people blush? A: Yes, once we report the good they do. They are not used to this kind of fame. Q: I know. But wouldn't it be nice to report it anyway? A: Yes. Yes, indeed. It's high time. Be delighted.

Advertising Age reproduces on these pages the campaigns which the council cited, and believes that the agencies concerned—and the advertising business generally—can well take pride in them.

SMOKEY BEAR LOVES ADVERTISING AGENCIES
TRUE STORIES ABOUT ADVERTISING AGENCIES AND THEIR TALENTED MEN AND WOMEN OR ANOTHER TEN YEARS OF LIGHTING THE TORCHES FOR AMERICA AND PUTTING OUT HER FIRES

COVERS—*Shown here are the front and back covers of the Ad Council booklet.*

MANY PEOPLE already know that Smokey and lots of other animals, as well as birds and fish, love Foote, Cone & Belding and Lilier, Neal, Battle & Lindsey

Agencies: Foote, Cone & Belding and Lilier, Neal, Battle & Lindsey

SOME GREAT TEAMWORK GOES ON AT BBD&O BEFORE YOU AND I ARE ASKED TO RING DOORBELLS

Every autumn, around the opening of the football season, communities from coast to coast witness the result

Agency: Batten, Barton, Durstine & Osborn

THE UNITED WAY

THE MAN IN GRAY (FLANNEL) LIGHTS THE TORCHES FOR AMERICA

A lot of good citizens and hundreds organizations volunteer for duty in America's Get Out The Vote de Spearheading them is the Population

Agency: Foote, Cone & Belding

Want a voice in the people's choice?

DON'T PASS THE BUCK—

VOTE!

DIG DOWN... DIG IN... VOTE!

AMERICA'S THREE MAJOR FAITHS FOUND THE HELP THEY NEEDED IN AN AGENCY CONFERENCE ROOM

The overseas relief organizations of our religious are responsible for 80 per cent of America's aid abroad. Programs of relief throughout

Agency: Fletcher Richards, Calkins & Holden

A CHILD DOESN'T HOPE...SHE believes!

The faith of children is a wonderful thing! Your donation will help feed and clothe thousands of hungry, homeless children all over the world and keep them believing that help always comes from somewhere.

GIVE THROUGH YOUR FAITH

PROTESTANT—Share Our Surplus Appeal
CATHOLIC—Bishops' Clothing Collection
JEWISH—United Jewish Appeal Special Fund

Published as a public service in cooperation with The Advertising Council.

BENTON & BOWLES SPELLS OUT THE ABC'S OF BETTER SCHOOLS

For a dozen years America's school boards (plus parents and teachers) have had

Agency: Benton & Bowles

1 MILLION PEOPLE WRITE FOR HELP ON AMERICA'S NO. 1 HEALTH PROBLEM

It is not easy to create an advertising program about mental illness — to understanding of mental

Agency: Sullivan, Stauffer, Colwell & Bayles

Your understanding can help her find herself!

THE SAVE MAY BE YOUR —— YOU ——

For a long time, cartoonists, gag writers and editors have had themselves a ba twisting and turning the phrase

Agency: Campbell-Ewald

MORE MOOLA = MORE BOOLA HOW N.W.AYER PUT A FOOT IN THE CLOSING COLLEGE DOOR

There is not a college president nor an instructor of freshman economics who hasn't known for some time that hi college needed help — that increas

Agency: N. W. Ayer & Son

When they're ready for college...

will college be ready for them?

Agency: Young & Rubicam

THE SALK VACCINE NEEDED BOOSTERS

1957, despite proof of the protection
the Salk vaccine, a large
American

THE MEN FROM McCANN RIDE INTO THE VALLEY OF DEBATE

1960 saw The Advertising Council embark u
a campaign titled Anti-Inflation and Growth
advertising described the debate that

Agency: McCann-Erickson

R.F.E., THE IRON CURTAIN AND TED BATES

The assignment for which the Ted Bates
advertising agency stepped forward
precisely the type that comes their w
every day – to help keep a broad
system on the air transmittin

Agency: Ted Bates & Co.

Send your truth dollars to
CRUSADE
for
FREEDOM
Care of local Postmaster

MR. SECRETARY, THE CLIENT WITH EIGHT, COUNT 'EM, EIGHT VOLUNTEER AGENCIES

The U. S. Savings Bonds campaign is the
oldest and the most extensive of all Council
projects.
Forty million Americ

Agency: Leo Burnett Co.

AND A SPECIAL BOW TO THREE CHICAGO ADVERTISING AGENCIES

One final story about these advertising agenc
men and women – this one from Chicago.
Three able Chi
Tod

Agencies: Leo Burnett Co., Marschalk, Richard, Gebhardt & Reed and Tatham-Laird

SAID THE DELEGATE FROM THE NORTH COUNTRY: "SOME ADVERTISING CHAPS HAVE OFFERED TO HELP US!"

The advertising chaps in this c
from Ben Sackheim, Inc.

Agency: Ben Sackheim

MESSAGE FROM P.O. BOX 1776

LOOSE TALK SELLS
NO HOT DOGS - - -
AND IT CAN SINK
A SHIP OF STATE

In the spring of 1958, recession fever
It was obvious that if

Agencies: McCann-Erickson and Grey Advertising

J. WALTER THOMPSON HELPS A GENERAL, A PRIEST, A MINISTER, A RABBI.. ALL IN A DAY'S WORK

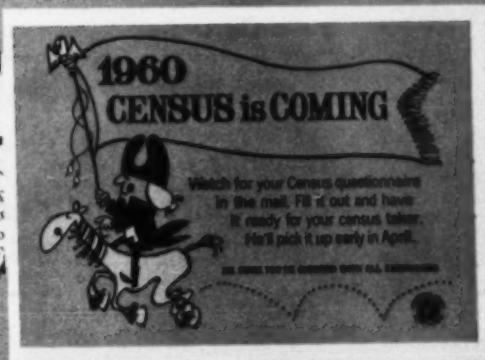
The general is the distinguished preside
of the American Red Cross. Gener

Agency: J. Walter Thompson Co.

AMERICA SITS FOR ITS 1960 PORTRAIT-

The Census is coming in April! That word
spread far and wide to the American peop
before the enumerators knocked on their
Helping the Bureau of the Census get o
of their 160,000 census takers – to ex
remind and

Agency: Maldrum & Fewsmith


1960
CENSUS is COMING
Watch for your Census questionnaire
in the mail. Fill it out and have
it ready for your census taker.
He'll pick it up early in April.

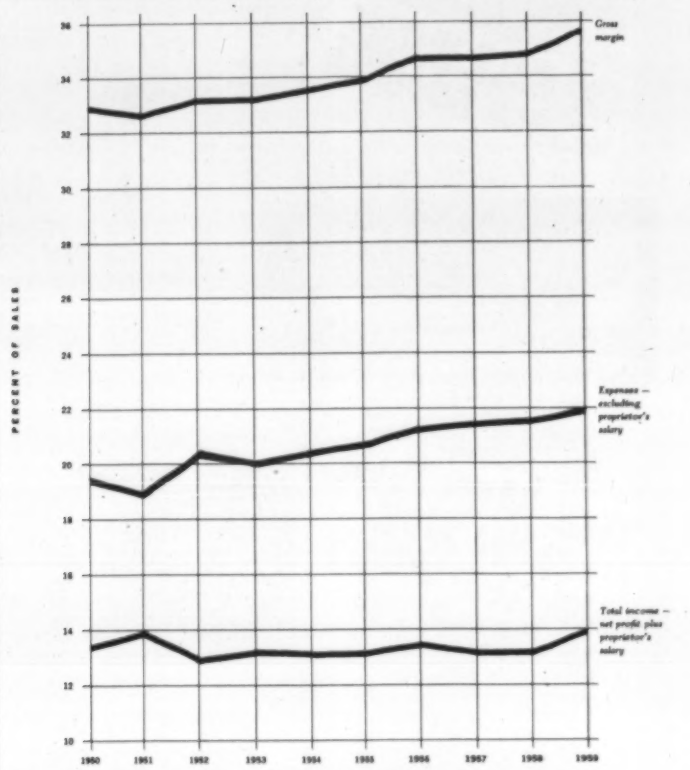
THEY ALSO SERVE

As we said, it takes a lot of talent and skills
plus dedication to turn out the massive
campaigning that goes into the U. S.
Bonds pro

Seven different
agencies

are you
on his
shopping
list?
Ohio farmers buy each year* . . .
Tractors ..... 35,500 (units)
Fertilizer ..... 1,000,000 (tons)
Building Materials $373,822,000
Drugs $90,509,000
Furniture and Appliances $171,470,000
Retail Food $830,833,000
Automotive $707,400,000
Gas and Oil $284,697,000
*Rural sales as compiled from Sales Management and government data.
Total spendable income reaches $1,277,100,000 yearly!
The OHIO FARMER
1010 ROCKWELL AVE., CLEVELAND 14, OHIO
STRAIGHT-LINE
STATE and LOCAL FARM PAPERS

Average Margins, Costs, Total Income of Pharmacies Reporting to 'Lilly Digest,' 1950-'59



Fire Guts Outdoor Company

A three-alarm fire Aug. 7 burned out the offices of American Searchlight Advertising Co., an outdoor advertising company, with damages exceeding $100,000. The blaze broke out on the second floor offices and spread quickly to the adjacent Douglas & Sturgess industrial plastics company plant where $50,000 worth of plastics was destroyed.

Logan Joins WJRT

Devere ('Dee') Logan has joined WJRT, Flint, Mich., as promotion manager. Mr. Logan was formerly promotion and program director of WBCM, Bay City.

Sandenaw Named KOPR Head

KOPR, Butte, Mont., has appointed Thomas A. Sandenaw station manager. Mr. Sandenaw was formerly sales manager.

Are you overlooking a
$3 Billion Industry

Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard
CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

Druggists' Profits Reverse Downtrend, 'Lilly Digest' Finds

INDIANAPOLIS, Aug. 9—The fiscal affairs of retail pharmacies showed general improvement during 1959, according to the "Lilly Digest."

The Eli Lilly & Co. publication reported that the pharmacies hit record highs in sales and gross margins and that net profits increased, after a downward trend through several previous years.

Lilly compiled its data from reports of 1,959 pharmacies throughout the U.S.

Average total sales for 1959 hit $134,238. Gross margin was 35.6% (compared with 34.7% in '58), and net profit rose from 5.2% in '58 to 5.7% last year.

Last year was also a record year for the average proprietor's salary, which rose from $10,151 (8% of sales) to $10,861 (8.1%), giving an average total income (net profit plus proprietor's salary) of 13.8% of sales.

■ Total expenses for reporting druggists averaged 29.9% last year, a 0.4% rise from last year. Included in expenses was an average of 1.5% of sales invested in advertising.

For the guidance of drug store and drug department operators, Lilly broke down its figures into 17 sales volume groups, ranging from total annual sales of under $40,000 to over $400,000.

■ One point noted was that sales volume appears to have no appreciable influence on gross margin. The spread among the various categories was slightly above 2% of sales.

Revenue from prescriptions has a noticeable influence on gross margin and total income, the publication noted. It pointed out that the gross margin percentage shows a steady rise as the proportion of prescription income to total sales increases. Expenses, meanwhile, remain relatively constant, leading to an increase in total income. #

Levine Joins Garfield, Hoffman

Bert Levine, former assistant art director of Hoffman, Fried Advertising, Denver, has joined the creative staff of Garfield, Hoffman & Conner, San Francisco.

Consumer Buying Plans Dwindling, 'Newsweek' Finds

NEW YORK, Aug. 10—Consumers are generally gloomy over prospects for buying new goods in the remainder of 1960, according to the latest survey on consumer buying plans published by *Newsweek*.

In its Aug. 15 issue, the magazine reports that a survey conducted by the National Industrial Conference Board and based on thousands of monthly interviews by Sindlinger & Co., Philadelphia research company, indicates a decline in consumer optimism and sharp curtailments in buying plans for the rest of the year.

Second-quarter buying plans indicate that 3% more consumers are planning new car purchases than last year, while consumer plans for every other category measured are off from 8% (home improvements) to 28% (used homes).

■ Buying plans for all nine appliances measured by the survey are down. Air conditioners, dishwashers, dryers, freezers and ranges all have dropped 20% or more below the June, 1959, quarter, while refrigerators, tv sets, vacuum cleaners and dishwashers are off some 10% from the comparable period last year. #

Stuart Launches Campaign

Matthew Stuart & Co., New York, is placing a $250,000 advertising effort behind its Phono Trix midget tape recorders. The campaign, which runs throughout the fall season, utilizes magazines, television and Sunday supplements in 250 major marketing areas. The Phono Trix line of all-transistor, portable tape recorders and accessories is available nationally on an exclusive franchise basis through selected distributors.

McCann-Marschalk Boosts Mittelstadt to Senior VP

Charles A. Mittelstadt, vp and account service director with McCann-Marschalk Co., New York, since 1958, has been promoted to senior vp and management service director of the agency.

Charles A. Mittelstadt

McCann-Marschalk is a wholly owned subsidiary of McCann - Erickson and bills about $30,000,000 a year.

Trans Canada Credit Moves Account to Walsh Agency

Trans Canada Credit Corp., Ltd., Toronto, has appointed Walsh Advertising Co., Toronto, to direct its advertising account, effective Sept. 15.

The account, which had been at Spitzer & Mills, is worth $300,000 a year in billings. Trans Canada's total advertising appropriation, reportedly is $400,000 a year.

Acomb Buys Ball & Davidson

Robert Acomb Inc., Cincinnati agency, has purchased Ball & Davidson, Denver. Robert Acomb becomes president of the Denver agency, which will retain its corporate identity. James B. Forrest, former vp of Ball & Davidson, has been named exec vp and will head the Denver operation and Dorothy Jenkins, former B&D treasurer, has been named secretary. Daniel J. Mahoney Jr., secretary-treasurer of the Acomb agency, has been named treasurer. Combined billing of the two agencies is approximately $2,000,000.

Leo Burnett Names Two VPs

Leo Burnett Co., Chicago, has promoted Robert Noel, formerly a tv copy supervisor, to vp and a tv copy director and Robert Leonhard, account executive and manager of the Detroit office, to a vp.

Ad Clinic #16

(a transparent device to get you to read this Sheraton ad)

by Sam St. Cyr

Avoid overstatement

Who ever heard of anybody — much less a hotel company — offering a 104-page brochure? And free, yet.

This ad must be promising more than it can deliver.

Beg pardon, sir. You can indeed get this 104-page, fact-packed brochure — free. Contains dope on all 54 Sheraton Hotels, how to get a confirmed room reservation anywhere in 4 seconds with Sheraton's electronic *RESERVATRON*, etc. To get booklet (and to prove you read this ad), write: **Sheraton Corp., Ad Age Ad #16, 470 Atlantic Ave., Boston, Massachusetts.**

make sure you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Ohio people and Ohio agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

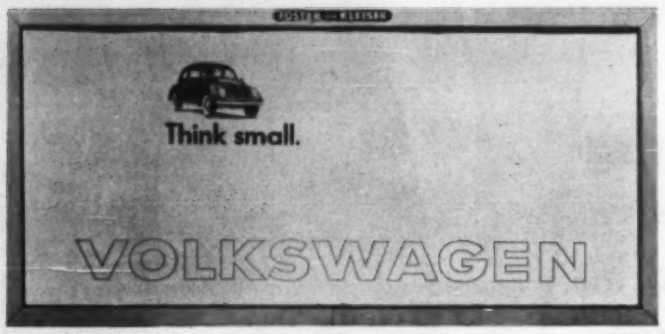
The OHIO FARMER

1010 ROCKWELL AVE., CLEVELAND 14, OHIO

STRAIGHT-LINE ADVERTISING available also in —
MICHIGAN FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING

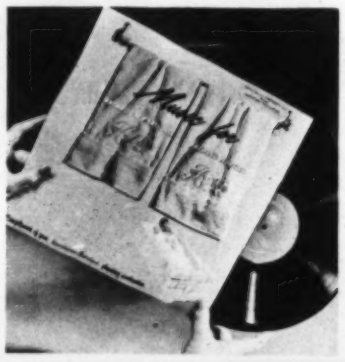
PHOTO REVIEW OF THE WEEK



SMALL TO BIG—*Volkswagen autos are getting the teaser treatment on posters in Southern California and Arizona. Posters start by urging viewers to "Think Small," do a turnabout in the end by describing Volkswagen as a "giant." The outdoor campaign will run all year-long in the Los Angeles-Long Beach metropolitan market as well as displays in other communities where VW has dealerships. Tie-in point of sale has been designed by Doyle Dane Bernbach, national agency for VW and for Competition Motors, in Southern California and Arizona.*

Fels Sylvester-Hvid Doleschal Schiotz
Burton Ulfves Farner Elinder

EUROPEAN COUNCIL—*Gathered in Copenhagen for the first regular meeting of the new European Council of the International Advertising Assn. were Jan Fels, managing director of the Reader's Digest Dutch edition; Ole Sylvester-Hvid, head of the Danish agency bearing his name; Dr. Max Doleschal, head of Publicitas of Switzerland; Jonas Schiotz, ad manager, Allers Familie-Journal, Oslo; Arthur Burton, head of Intam Ltd., London; Eugene Ulfves, managing director of the Finnish agency, Reklaamitoimisto-Osakeyhtio; Dr. Rudolf Farner, head of the Zurich agency bearing his name and president of the council; and Erik Elinder, managing director, Wilh. Anderssons Annonsbyra, Stockholm.*



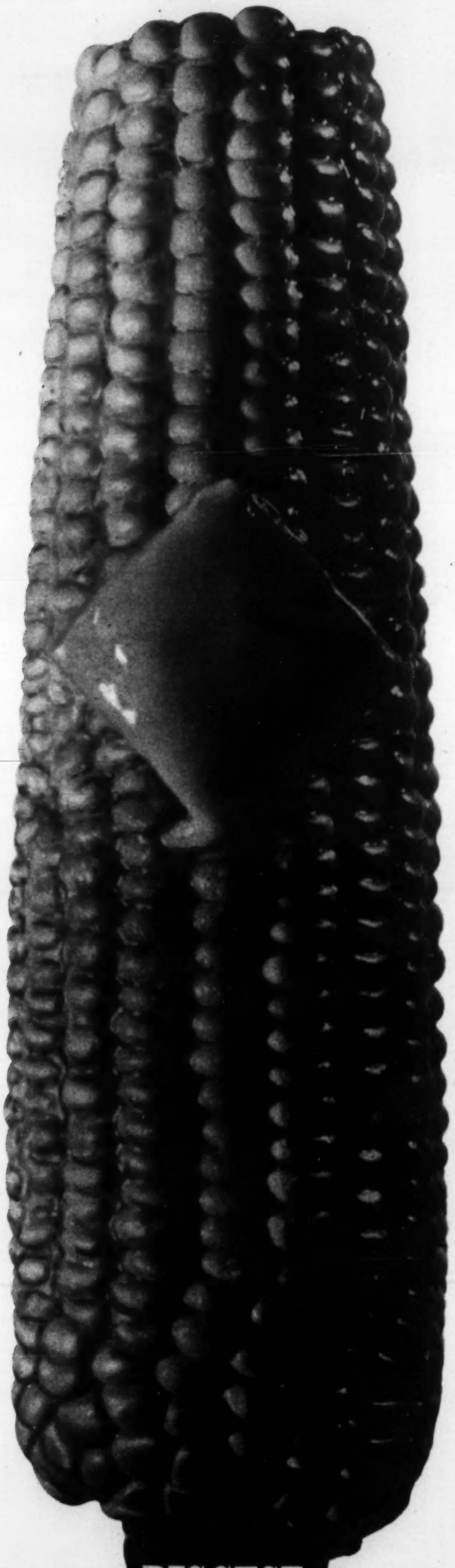
PLUMBING POINT-OF-SALE—*American-Standard, New York, will use this record, "Music for Bathroom Baritones and Bathing Beauties," as a sales tool for contractors. The kit includes various promotion pieces. The record is offered to anyone interested in a bathroom modernization estimate.*

SECOND TIME—*For the second consecutive year, DX Sunray Oil Co., Tulsa, is the only American oil refiner whose outdoor posters, created by Potts-Woodbury, Kansas City, have been selected for showing in the 1960 "International Poster Annual," published in Switzerland. The same edition of the annual also includes two Braniff International Airways posters, also created by Potts-Woodbury.*

White Sanger McAdams Juraschek Glover Emerson
Stevenson Choate McNaughton Randolph Alexander Hauptli

OUR COACH—*Business Week's eastern ad sales staff, headquartered in New York, gave offbeat recognition to "Coach" C. C. Randolph III, former eastern manager, who has been appointed advertising director of the publication. "Randolph's Little Leaguers" came out at the annual sales meeting in Absecon, N.J. They are R. Bernard Alexander, new eastern ad sales manager; John H. Stevenson; Harold E. Choate; Bruce McNaughton; John C. White Jr.; Francis F. McAdams; John F. Juraschek; John H. Glover; and Fred R. Emerson, all of New York; James T. Hauptli, Philadelphia and Kent Sanger, Boston.*

OLE—*This papier-mache bull is attracting attention to the window of the Western Airlines' Beverly Hilton ticket office. It represents a tie-in between the airline and Kahlua coffee liqueur. The bull was originally created for a Kahlua magazine ad currently appearing in Esquire, The New Yorker and Playboy (via Sheldon Marks Associates). After a month at the Beverly Hilton office it will move to a ticket office window in downtown Los Angeles.*



BIGGEST YIELD IN THE FIELD

When it comes to planting sales-ideas and cultivating appetites, McCall's today is the #1 grower. It has more editorial lines devoted to food in every issue than any other women's service book—at least five different major food features every month. More recipes* for women to clip and use—an average of 60 recipes per issue. More food advertising, too—as advertisers seek this flavorful environment. Result: McCall's food ad-linage is up 52% for the first six months of 1960 over last year. Where do meal-planning women turn for inspiring leadership—with a difference? Where are the nation's top food executives finding the most fertile ground for their own sales-raising efforts? In the magazine that's America's dish: **McCALL'S**
FIRST MAGAZINE FOR WOMEN

*Including 13 for corn in the August issue.

it's a Fact

THE MONTREAL STAR LEADS ALL CANADIAN DAILIES IN RESORT AND HOTEL LINEAGE

This is just one of the many facts that demonstrate the remarkable pulling power of Montreal's largest English newspaper (more facts on request).

The Montreal Star

Represented nationally by O'Mara & Ormsbee Inc.

Swanson Rejoins WWTV

WWTV, Cadillac-Traverse City, Mich., has appointed Leonard A. Swanson to the new post of general sales manager. He was formerly local sales manager of KBTV, Denver. Prior to that he was sales staff manager of WWTV for three years.

Head to Head '61 Ad Week

George W. Head, ad and sales promotion manager of National Cash Register Co., Dayton, has been named chairman of the National Advertising Week Committee. He will direct planning and promotion of the 1961 Ad Week campaign, scheduled for Feb. 5-11.

'Metalworking News' Is Name

Metalworking News is the name under which Fairchild Publications, New York, will launch its new weekly business paper for the metals and metalworking industry on Jan. 9, 1961 (AA, Aug. 8). Ad rates have not been determined yet.

SAMPLER—*Stephen F. Whitman & Son, Philadelphia, will start promoting its Sampler as a gift for all occasions with the October and November issues of Look, Reader's Digest and The Saturday Evening Post. N. W. Ayer & Son is the agency.*

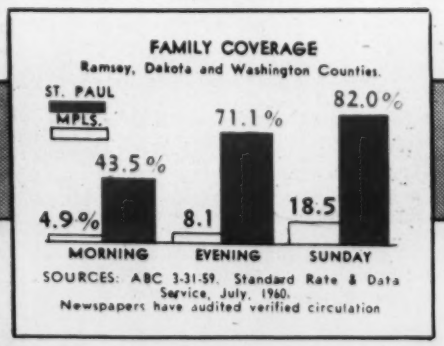
The 14th Market Is "Twins"

But THEY SEE THINGS DIFFERENTLY

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



California Gas Station Owners in Stamp 'Revolt'

Stamp Companies Weigh Legal Action, Hit State's Acts as 'Contract Breaking'

SAN FRANCISCO, Aug. 9—California's 26,000 gasoline service stations have become a trading stamp "battleground," with an open rebellion against the use of stamps flaring into talk of lawsuits from trading stamp companies.

In Oakland, 1,500 service station operators gathered for a meeting called by the California Federation of Service Stations, during which many of the Northern California dealers agreed to "get out of the trading stamp business."

"We're not telling dealers to give up the stamps," explained Mario Duccini, Sacramento, secretary of the CFSS, "but we are giving them all the data and information they need on how to quit giving out stamps in case they want to.

"So far," Mr. Duccini said, "about 90% of the state's 26,000 gasoline dealers have either actually abandoned the trading stamps or are considering a refusal to issue them to customers."

■ At Sacramento, John G. Sobieski, California Commissioner of Corporations, reported to Gov. Edmund G. Brown that only nine trading stamp companies "have been able to secure a bond" required by a new California state law.

Under terms of the new law, trading stamp companies must post bonds of between $25,000 and $100,000, depending on their volume of business. Should the company be unable or refuse to redeem its stamps, then Mr. Sobieski can file a claim against the bond on behalf of the person who holds the unredeemed stamps.

"Part of the current difficulty," Mr. Sobieski said, "is the unfamiliarity of insurance companies with this sort of operation. They appear to be taking a very cautious approach to the issuance of bonds."

■ Officials of Sperry & Hutchinson and Blue Chip, the two leading trading stamp companies in California, contend that some gasoline dealers who had quit issuing stamps have returned to the coupon bandwagon.

Defections continue, however, with the biggest coming from Standard Oil Co. of California, which reported that 40% of the

company-owned stations which had previously handled trading stamps now are selling gasoline without stamps.

Standard's stamp-dropping program was carried out on a neighborhood-by-neighborhood basis, depending on the competitive situation.

Talk of possible lawsuits came from S&H, whose stamps are distributed by merchants holding one year contracts.

W. Burleigh Pattee, of the San Francisco law firm of Chickering & Gregory, wrote a letter of warning to Mr. Duccini.

"You should be aware," Mr. Pattee told Mr. Duccini, "that under settled legal principles, a person who induces another to breach a contract is liable for damages. We have been instructed by our client to watch your activities carefully."

Mr. Duccini replied by pointing to support his organization had received from Helen Nelson, state consumer counsel, who declared that "customers will appreciate a decision to concentrate your costs and theirs on services more essential to proper functioning of their automobiles than is the giving of trading stamps."

■ The state bureau of weights and measures also entered the fight with the suggestion of duplicate gasoline pumps with one set containing meters listing the prices of gasoline sold without stamps and the other with stamps.

The state assembly committee on organization also stepped into the picture with the announcement that it would "investigate" reports that gasoline dealers "are being forced to buy trading stamps at the risk of going broke."

Committee chairman Gordon Winton (D., Merced) told California Attorney General Stanley Mosk that the committee will start hearings "within the next few weeks."

Long Beach dealers sent six of their members to Mr. Mosk's office at Sacramento to ask permission to include the redemption value of stamps in their total price on gasoline sales.

The six, representing 265 Southern California dealers, told Mr. Mosk that "gas station operators are going broke because they have to pay stamp companies three times the redemption value for the stamps and have to take a fixed number of stamps regardless of whether they are issued."

Meanwhile, Elmo W. Pearson, vp of S&H for the western states, told gas dealers that "under your franchise agreement with us, you have the obligation to continue to offer stamps to your customers for the duration of the franchise period.

"We will not under any circumstances consider the rulings of the California attorney general as being a valid ground for your not living up to the franchise agreement." #

Keezer to Retire from McG-H; Greenwald Named

Dr. Dexter M. Keezer will retire as director of McGraw-Hill Publishing Co.'s department of economics, effective Sept. 1.

Dr. Dexter Keezer Douglas Greenwald

Upon Dr. Keezer's retirement, Douglas Greenwald, chief statistician for McGraw-Hill, will become manager of economic services.

Fitzgerald Names Harris

Fitzgerald Advertising Agency, New Orleans, has appointed Donald Harris a vp and director of media planning. Mr. Harris was formerly vp and associate media director of Benton & Bowles, New York. At the same time Edmund B. McCarthy, formerly senior research analyst of Joseph Schlitz Brewing Co., Milwaukee, has joined Fitzgerald as assistant to the research director.

Popkin to Parsons, Friedmann

Philip Popkin has joined Parsons, Friedmann & Central, Boston, as an account supervisor. He formerly was with the advertising and sales department of the *Jewish Advocate*.

Cooper Joins Bock

Wilbur F. Cooper has joined Fred Bock Advertising Co., Akron, as an account executive and marketing specialist. Mr. Cooper was formerly sales manager of Quad Gas Heater Co., Columbus, O.

We're Rich!

Rich in buying power...

Rich in reading power...

Pontiac, Michigan represents a growing, dynamic, *rich* market for newspaper advertisers. What's more, THE PONTIAC PRESS provides such exclusive coverage (61% of Pontiac Township households take *only* the PRESS) that no other newspaper provides the penetration you need to successfully sell your products. (THE PONTIAC PRESS is preferred 3 to 1 over the leading Detroit paper.)

It's facts like these that are causing more and more advertisers to select the PRESS:

- Leader in the Community. 76% take THE PONTIAC PRESS.
- Leader in Creating Sales. 21% of PRESS homes make over $7500.
- Leader in Home Delivery. 98% of coverage is home-delivered.

THE PONTIAC PRESS is the full-coverage *independent* newspaper serving the Pontiac area and Oakland County since 1842!

MARKETING IN MICHIGAN . . . ?

THE
PONTIAC
PRESS
PONTIAC, MICHIGAN

Circulation 59,339 Publisher's Statement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
New York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

Together for good reason

TOGETHER Magazine influences more than 900,000 responsive families who act and think within a framework molded by their mutual interest and participation in church and community affairs. Within this framework, your communications receive added impetus and attention. Good reason for TOGETHER to be on your media list.

The midmonth magazine for Methodist Families
740 RUSH STREET, CHICAGO 11, ILLINOIS

Ruffa Adds Geodimeter Co.

Geodimeter Co., a division of AGA Corp. of America, has named Gregory Ruffa Advertising, Plainfield, N. J., to handle advertising for its Geodimeter System, a long-distance measuring system.

T'AINT NECESSARILY SO!

Lots of folks think Lubbock and the West Texas area are mostly cowboys and Indians. T'aint necessarily so.

We've got a lot of non-cowpokes too. 145,000 of us right in the city limits with $184,438,239.29 deposited in the banks.

And we dearly love to spend it for new and different products that make living better.

LUBBOCK AVALANCHE-JOURNAL

MORNING · EVENING · SUNDAY LUBBOCK, TEXAS

ROP Color Available All Issues

Devney-O'Connell Adds Two

Devney-O'Connell, New York, has been named national sales representative of WSEE-TV, Erie, Pa., and WKIS, Orlando, Fla. WSEE-TV formerly was handled by Young Television Corp.

Keld Joins MGM-TV Research

Herman Keld, formerly supervisor of ratings analysis with NBC, has been named to the new post of director of tv research for MGM-TV, New York, tv film producer and distributor.

Want to Sell FAIRBANKS?

Your ad in *The Fairbanks Daily News-Miner* is the way to reach—*and sell*—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Anchorage Daily Times, The Ketchikan News* and *The Daily Alaska Empire*. Buy these Alaska Dailies—and SELL Alaska!

REPRESENTED BY

WEST-HOLLIDAY Co Inc

NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Push Store Image Along with Prices, King Urges Grocers

WASHINGTON, Aug. 9—If you want to break through the competition barrier, plug the store image.

That, in a nutshell, is what John King, merchandising manager of the *Ladies' Home Journal*, told an audience of supermarket officials here today at the Piggly Wiggly operators convention.

"Twenty years ago 'competition' would have indicated a war of prices," he said. "Today the price advantages have been equalized. Now you are competing for the consumer's mind, as well as her pocketbook, and that means institutional advertising, as well as price."

Grocers must co-ordinate six advertising characteristics—sound sales promotion, merchandising strength, dynamic energy, vision, personality, good ad preparation—into an effective image-building program, Mr. King stressed.

■ "A business grows and prospers when the public considers your store a desirable place to shop; thus you are in the business of influencing people whether you know it or not," he pointed out.

"Customers are the most important part of any business, and building a lasting and favorable impression in the minds of these customers is becoming a paramount part of supermarket operation.

■ "When you successfully do this, you remove yourself from ordinary competition—elevate yourself above the rest of the pack. When people are interested in your store, or stores, they are interested in reading your ads, and you get the most out of your advertising program."

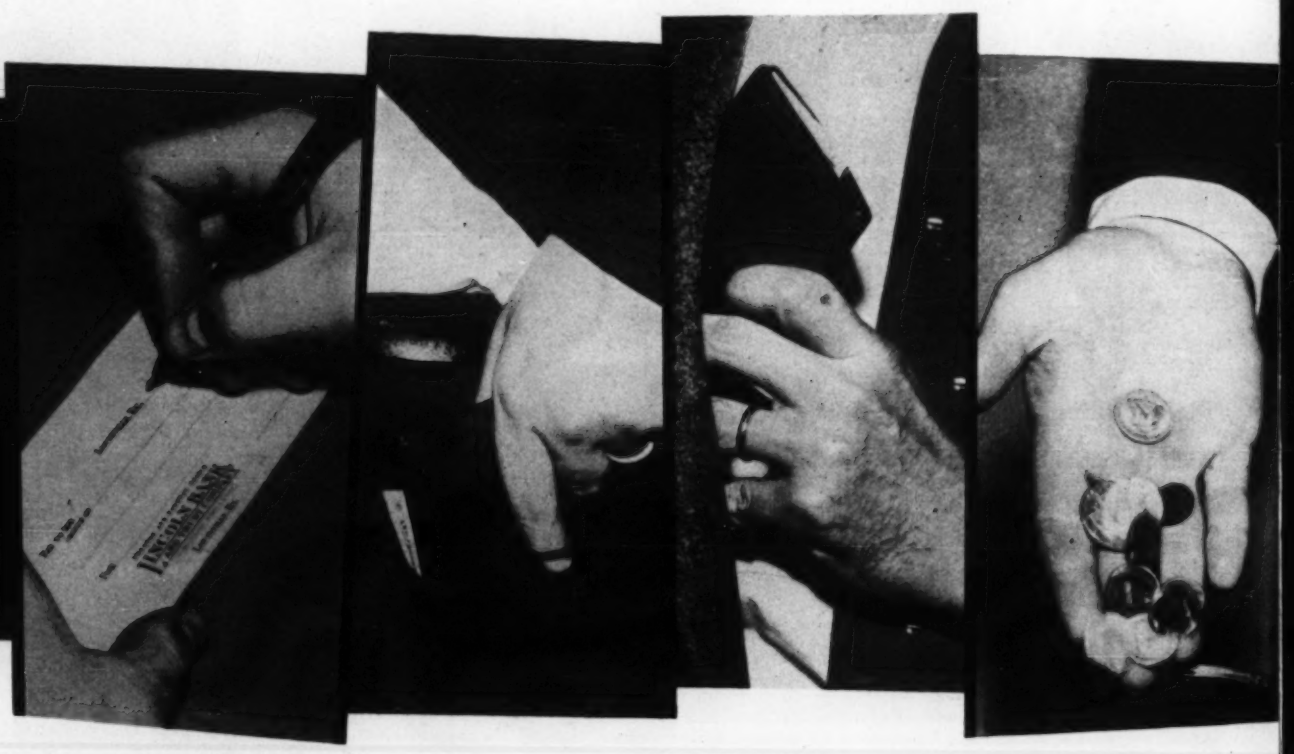
By combining short-range price advertising and long-range institutional advertising, the grocer has the best chance of "getting through" to both the consumer's mind and her pocketbook, Mr. King said. #

Limbach Names Smith, Taylor

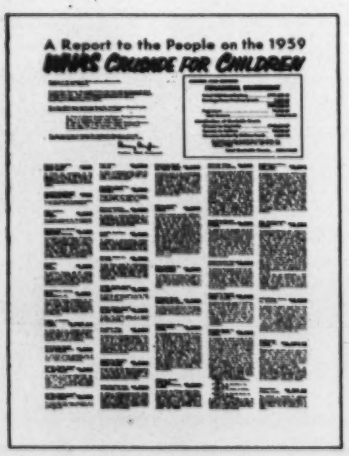
Limbach Co., Pittsburgh, metal fabricating and air conditioning company, has appointed Smith, Taylor & Jenkins, Pittsburgh, to handle its advertising and public relations.

Detroit Bullet Names Schram

Detroit Bullet Trap Co., target manufacturer, Arlington Heights, Ill., has appointed Schram Advertising Co., Chicago, to handle its advertising and public relations.



people respond to WHAS·TV



Kentuckiana Gives Over $1,000,000 to the WHAS-TV CRUSADE FOR CHILDREN!

In six years, the WHAS-TV Crusade for Children has raised more than $1,000,000 to aid mentally and physically handicapped children in Kentucky and southern Indiana.

This money has touched the lives of more than 200,000 Kentuckiana children through new schools for the handicapped, special therapy equipment, teacher training, artificial limbs, hearing aids, mass testing . . . A full accounting report is made to the people. Costs of the program have been reduced to 7.6% since 1954, while contributions have increased 26%.

'Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

Reach Boosts 3, Adds 2

Richard Karp, who joined Reach, McClinton & Co., New York, in 1958 as a copywriter, has been promoted to copy supervisor. The agency has also added two copywriters—Sheldon Toomer, formerly with Warwick & Legler, and Aaron Kastin, formerly with Blaine-Thompson Co. Herman Raucher, copy director, and Marce Mayhew, associate art director, have been elected Reach, McClinton vps.

DeWitt Names Kuswa-Greene

E. C. DeWitt & Co., Chicago and New York, has appointed Kuswa-Greene & Associates, Milwaukee, to handle advertising for DeWitt's Pills and ManZan, effective Sept. 9. Tatham-Laird, New York, is presently handling the account. The company's other products, cough control medicine, baby cough syrup and sore gum lotion, moved from Tatham-Laird to Kuswa-Greene last March.

Kellogg Names Adler

Kellogg Switchboard & Supply Co., Chicago, a division of International Telephone & Telegraph Corp., has named William Hart Adler Inc., Chicago, to succeed Lennen & Newell, New York, as its agency, effective Sept. 1.

Roberts Lowndes Osborne

VISITORS FROM LONDON—*Harry Osborne, general advertising and sales promotion manager for Massey-Ferguson Ltd. in England, and Douglas Lowndes, a director of Lambe & Robinson-Benton & Bowles, Massey-Ferguson's newly appointed British agency, visit in Toronto with Stanley S. Roberts, Mr. Osborne's opposite number of North American operations. Messrs. Osborne and Lowndes made a two-week tour of Massey-Ferguson offices in Canada and the U. S.*

Willman Joins Stone

Ronald E. Willman has joined Stone Merchandising Associates, New York, as client service, sales promotion and merchandising coordinator. Mr. Willman was formerly client service manager of ABC Films.

'S.F. Chronicle,' 'Examiner' Fight Over Authenticity

SAN FRANCISCO, Aug. 9—A "Last man on earth" survival experiment high in California's rugged mountain wilderness by *San Francisco Chronicle* fish and game columnist Bud Boyd and his entire family has blown up with a $1,500,000 libel suit filed by the *Chronicle* against the *San Francisco Examiner*.

Mr. Boyd, his wife Betty and their three children, Susan, 15, Sharon, 12, and Bruce, 8, had sought to prove that a modern family could exist in a mountain wilderness with meager and primitive equipment.

They took to the woods for a projected six week "survival" trip, with pocket knives, an ax, a rope and salt, and attempted to live without matches or covering, and by capturing game with spears and bows and handmade fishhooks.

The family managed to survive for 10 days, but illness forced them to return to civilization on the 12th day of their experiment. The series of articles Mr. Boyd wrote ran in the *Chronicle*, with "a necessary delay between writing and publication."

■ The *Examiner*, according to the *Chronicle*, carried a "so-called expose" of the Boyd trip, implying, according to the *Chronicle's* libel suit, "that the 'Last man on earth' experiment was a hoax."

Mr. Boyd and his family filed a similar libel suit against the *Examiner*, asking damages totaling $605,000.

The suits, filed in San Francisco superior court, name Hearst Publishing Co., the *Examiner* and that newspaper's publisher, managing editor and several of its reporters.

"The *Examiner* story," the *Chronicle* suit contends, "contained statements that were made wilfully with actual malice and with the design and intent to detract from the *Chronicle's* business reputation for truthful, honest and accurate reporting."

The *Chronicle* asked damages of $1,000,000 for injury to its own business and another $500,000 as punitive damages "because of the malice involved." #

Charles Bowes Adds L. A. Financial Federation

Los Angeles Financial Federation, holding company for 11 California savings and loan associations, has established a cooperative advertising division, and named Charles Bowes Advertising, Los Angeles, agency for the division. The 11 associations, with total assets of more than $300,000,000 all operate under different names, and are in widely separated areas, from San Diego to Marysville. Each association will continue to handle its own advertising through its own local agency.

The Bowes agency will develop such types of cooperative advertising as can be used by all, but are not feasible for the associations to do individually. No budget will be set until a specific program is adopted.

Cromar Names Hartung

Cromar Co., Williamsport, Pa., originator of prefinished hardwood flooring, has appointed M. W. Hartung & Associates, New Holland, Pa., to handle its advertising.

McCormack Joins WRC-TV

Stan McCormack, formerly on the sales staff of WTOP, Washington, has joined WRC-TV, Washington, as account executive.

Bergren, Storey to Grant

Alfred L. Bergren has joined Grant Advertising, Chicago, as an executive art director and Dean R. Storey has joined the agency as a copywriter. Mr. Bergren was formerly executive art director of Keyes, Madden & Jones, and Mr. Storey was formerly a sales promotion specialist and copywriter with General Electric Co., Schenectady, N. Y., and Western Springs, Ill.

Warwick Booklet Published

A booklet titled "A Word & Picture Tour Through Warwick Typographers in St. Louis" has been published by the company. It will be given to visitors and distributed to other interested persons.

Gamut Names Walter Berdahl

Walter Berdahl, formerly ad and sales promotion manager of Connor Engineering Corp., Danbury, Conn., has been appointed a copy contact man by Gamut Advertising, Garden City, N.Y.

WHAS·TV
CHANNEL 11
LOUISVILLE
11

Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Du Pont's Ad Plans for Telar Signal Start of Battle for Anti-Freeze Market

(Continued from Page 3)

ready has spent considerable amounts since March to push its "all-year" coolant, Du Pont's ad strategy is geared to basic tradition —that, as Mr. Carty said, "the ordinary motorist is not accustomed to buying a chemical to put into his radiator before the weather turns cold."

"We feel that it is very difficult to change the consumer's buying habits in this respect," he added. Du Pont is therefore banking on the weather as "the motivating factor in getting a man to spend $8 to $10 on a protection against freezing."

All ads will claim that the long-service life and all-weather benefits of Telar are a direct result of a newly-developed, patented inhibitor which keeps the coolant chemically stable and prevents corrosion indefinitely in a properly operating cooling system.

Another patented feature which the ads will emphasize is "color check," which warns the motorist of a major breakdown in the cooling system that could contaminate the solution. The fluid changes from red to yellow if, for example, a leaking gasket lets corrosive acid into the solution. Du Pont claims that in extensive tests over five years this has rarely happened.

Du Pont actually has two big products in the field. Telar, the never-drain coolant, will get the lion's share of the advertising, but $1,000,000-plus will go into three media to advertise Zerex, Du Pont's old one-season anti-freeze. Zerex will be advertised on tv, in newspapers and with outdoor, but there will be no radio.

■ Zerex and Telar will not be promoted as a "team." Zerex will be on the same lineup of tv shows, but never on the same night as Telar. In newspapers, Zerex will be advertised twice a week and Telar three times.

Mr. Carty added that research and planning for the introductory campaign had been going on for three years, and only this February did Telar drop its anonymity as "Product X" and take its new name.

Du Pont is reticent when it comes to the amount it is investing in the campaign. But a comparison is provided by published figures of Union Carbide's advertising for Prestone.

In 1958, Prestone was featured on seven network tv programs, which cost Union Carbide about $3,000,000. Prestone got $800,000 worth of spot radio support, and $600,000 was invested in newspapers and magazines. Last year, Prestone was again the company's most heavily promoted product. According to the Television Bureau of Advertising, Carbide invested $756,379 in network tv for the product, about $500,000 in spot tv. Another $500,000 went into newspapers. By this reckoning, about $2,000,000-plus was invested last year, and this figure (compared with the $4,400,000 in 1958) may be far too low.

■ No details of the upcoming campaign for Prestone were available. But a William Esty Co. man told Advertising Age, "You just can't

FACTS ABOUT THE HULLABALOO IN THE ANTI-FREEZE FIELD...
And what about inhibitors...that very important part of the product that is not ETHYLENE GLYCOL?

ANTI-ANTI-FREEZE—*In this ad Union Carbide says that the "new" anti-freezes aren't new, just have the same ingredients as its Prestone, introduced 33 years ago—ethylene glycol plus a rust inhibitor.*

Traffic World

is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy — industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

change the habit patterns of car owners overnight." Thus Prestone ads will "deal with the facts." The new products, he claims, are not scientific breakthroughs. Year-round and never-drain coolants are "a noble idea," but the products themselves are not new, he asserted. What is new is "just the marketing angle."

Already page ads such as one in *Automotive News* are presenting Prestone's "facts about the hullabaloo in the anti-freeze field." The ads, aimed at obvious but unnamed competitors, claim that all the innovations they profess to bring are old stuff in Prestone. "Now let's get the record straight!" the ads proclaim. "There has been no 'breakthrough' . . . no earth-shaking discoveries in the field of anti-freeze protection."

But to meet the expected demand for the more-than-one-season product, Carbide is marketing a "long-life Prestone," similar to Telar, as a long-life coolant.

■ For the present, however, Carbide claims that though the competitors are spending a lot of money, "the dent in our sales has been slender."

The Dow agency men (MacManus, John & Adams) are more articulate, though just as secretive, about the upcoming battle. "This is going to be a slugfest," they told AA. But for the present no one is telling what areas, what media or how much money will be used for Dowgard all-year coolant. #

Penn State Offers Broadcasting Major

An undergraduate major in broadcasting, designed for students who wish professional training for careers in radio and television, will be offered by the Pennsylvania State University beginning this fall. Marlowe D. Froke, assistant professor of journalism, has been named chairman of a special university committee on broadcasting that will administer the major.

Sanders Absorbs Agency

Sanders Advertising Agency, Dallas, has consolidated its agency with Clarke, Dunagan & Huffhines, Dallas. C. C. Huffhines, president of CD&H, has joined Sanders as vp in charge of the plans board. Personnel of the former Clarke, Dunagan & Huffhines have moved to Sanders headquarters at 5531 Yale, Dallas. The enlarged agency has a staff of more than 25, and handles 35 accounts.

Fibreboard Names Carey

E. W. Carey, formerly vp of marketing, has been elected president of Fibreboard Paper Products Corp., San Francisco, succeeding William L. Keady, who will remain as a director and in charge of foreign operations.

All-State Names Weiler

All-State Engineering Co., Milwaukee, has appointed Vernon S. Weiler Advertising, Chicago, to handle its advertising. All-State recently acquired the industrial crane & hoist division of Borg-Warner Corp.

Humphrey Joins Haas

William V. Humphrey has joined Robert Haas Advertising, Chicago, as director of public relations. Mr. Humphrey was formerly director of public relations of Fletcher Richards, Calkins & Holden.

. . . BECAUSE EVERY BUSINESS DAY, THE NEWS THAT CHANGES BUSINESS, CHANGES

WHEREVER they live and work, the men who get ahead in business are "at home" with The Wall Street Journal.

Question them, or hear them talk voluntarily, and you'll get the very strong feeling that this is the one publication they regard as closest to them—their very own.

For The Journal is the only national business daily—the only publication of its kind; the only paper whose dateline, in effect, reads: "The United States of America." It moves easily and welcomely into offices everywhere across the continent with the special status reserved for valued friends and trusted counselors.

Everywhere, key executives give it their highest preference. *This* one, they say, is "the most useful one" among *all* magazines and newspapers.

This one is something special as an *advertising* medium, too.

Are *you* using the "most useful one" *most?*

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

© Dow Jones & Company, Inc. 1960

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

Stickin' around WITH kleen-stik®

Good "Bottleneck" for ROYAL

IDEA NO. 175

Here's a *bright 'n shining* promotion staged by Royal Dairy, of Omaha, to "break" new Royal Orange Juice. To help routemen sample the new product, each free bottle left on a doorstep carried this "silent salesman"—a die-cut gold crown with tab containing *mouth-waterin'* copy. In back is a strip of (you guessed it!) moistureless Kleen-Stik, to hold the crown in place. This "crowning touch" involved not one, but *two* presidents: Royal's Bill Beeler, and Brandt Zimmerman of Zimmerman Adv. Agency. *Handsome* production by Moran Printing Co., Omaha, salesman Ray McNeill handling liaison.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE

IDEA NO. 176

Price Pointer for EARLY TIMES

Introducing a new flask bottle for Early Times whisky called for emphasis at the *point of sale* as well as in print media. Brown-Forman Distillers Corporation, Louisville, provided a "quickie" for salesmen and dealers with this *handy* die-cut arrow. Pre-scored for folding, it's equipped with strips of peel-and-press Kleen-Stik, *easily* attached to top or bottom of shelf above, calling attention to the new bottle. Gives dealers a spot to feature price, too! Jack Downing, Sales Dir. of Hennegan Co., Cincinnati, guided the neat production.

Crowning touch for practically *any* display is modern, self-sticking Kleen-Stik. See your regular printing source for a *shelf-ful* of ideas, or write direct for full information.

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

TESTING one-six-two

SHELL

Shell selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Shell is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Ar-Ex Sets Print Schedule for 25th Anniversary Drive

Ar-Ex Products Co., Chicago, manufacturer of hypo-allergenic cosmetics, is celebrating its 25th anniversary with a 1960-'61 ad campaign which is 10% larger than the previous drive. Woman's magazines and professional journals will be used. Milton G. Peterson Advertising, Chicago, is the agency.

Wrisley Names Fay

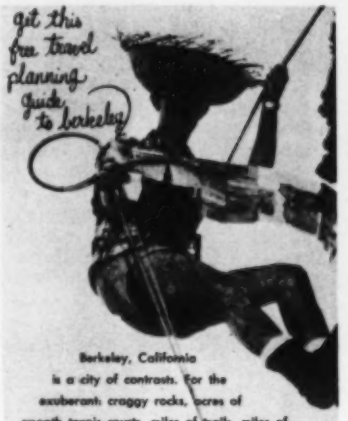
Allen B. Wrisley Co., Chicago, has appointed Walter G. Fay to the new post of manager of market research and advertising. Mr. Fay formerly was in the market research department of Toni Co.

Lawson Named Chairman

S. C. (Chape) Lawson, ad director of *Architectural Forum*, has been named chairman of the sales development committee of the Associated Business Publications, New York.

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

WESTINGHOUSE BROADCASTING COMPANY, INC. WBZ BOSTON + WBZA SPRINGFIELD
REPRESENTED BY AM RADIO SALES



Berkeley, California is a city of contrasts. For the exuberant: craggy rocks, acres of smooth tennis courts, miles of trails, miles of water—some for sailing, some for swimming—are right within the city limits.

For the more thoughtful: Berkeley has been called the "Athens of the West", but modesty forbids detailed explanation.

For everyone: Excellent accommodations, astonishing varieties of cuisine, and some of the world's greatest (modesty must end somewhere!) weather.

The Travel Planning Guide tells all. Act now! Send for your free copy.

TO: BERKELEY CHAMBER OF COMMERCE | 1834 University Avenue Berkeley 3, California

Please send my free Travel Planning Guide.

NAME
ADDRESS
CITY STATE

HOLD ON!—*The lengths an agency will go to for a client! Peter D. Hannaford, vp, Kennedy-Hannaford, Oakland, clambers up Pinnace Rock in Berkeley to get this illustration for the ad for its client, the Berkeley chamber of commerce.*

NAB Schedules Fall Regional Meetings; Shifts N.Y. Dates

WASHINGTON, Aug. 9—National Assn. of Broadcasters has changed the dates of the NAB fall regional conference in New York from Nov. 17-18 to Nov. 28-29.

NAB said conflicting industry meetings in New York Nov. 17-18 necessitated the change. Here is the complete schedule of NAB fall conferences:

Oct. 13-14, Biltmore, Atlanta; Oct. 18-19, Sheraton Dallas, Dallas; Oct. 20-21, Mark Hopkins, San Francisco; Oct. 24-25, Denver Hilton, Denver; Oct. 27-28, Fontenelle, Omaha; Nov. 14-15, Statler Hilton, Washington; Nov. 21-22, Edgewater Beach, Chicago; Nov. 28-29, Biltmore, New York. #

Sara Lee Plans Summer Campaign in Print, TV

Kitchens of Sara Lee, Chicago, will launch a "summer cooler" promotion in nine major markets in mid-August featuring its all-butter cakes with summer beverages and ice cream. Large space ads will run in 32 newspapers, and tv spots will run on "Captain Kangaroo" (CBS-TV). Cunningham & Walsh, Chicago, is the agency.

Dalmo, Shayne to Larrabee

Dalmo Appliances, Washington, discount appliance chain, has appointed Larrabee Associates, Washington, to handle its advertising. Shayne Bros., Washington, trash removal service, also has named Larrabee to handle its advertising.

Wildrick & Miller Moves

Now in its 25th year, Wildrick & Miller, New York, advertising specialist in agriculture, building and chemicals, has moved to the General Dynamics Bldg. of Rockefeller Center, New York.

Halt Claims for Arthritis Book, Publisher Told

FTC Denies False Ads Protected by Constitution; Says Author Bought Ph.D.

WASHINGTON, Aug. 9—The Federal Trade Commission has ordered the publisher and the author of "Arthritis & Common Sense," which has sold more than 500,000 copies, to halt false advertising claims.

The edict forbids the author, Dan Dale Alexander, and the publisher, Bernard Witkower, from claiming that the diet outlined in the book is a reliable cure for all kinds of arthritis or rheumatism, or that it will correct their underlying causes and relieve their discomfort.

FTC rejected the respondents' main argument that the order is a breach of the freedom of speech provision of the Constitution. "Full enjoyment of first amendment right does not contemplate a license to engage in false and deceptive advertising," the order stated.

■ The author also claimed that he wrote the book to establish the validity of his medical theories, the order said, but the fact that the book has sold more than 500,000 copies, as a result of its nationwide promotion in newspapers and on radio and tv, establishes it "as an article of commerce."

The book's jacket states that "Dan Dale Alexander, Ph.D" has been recognized by colleges and recently was awarded another honorary degree, FTC said. The commission found that the honorary degree was given him by Stanley College of the Spoken Word after Mr. Alexander had contributed $1,000. The Ph.D. "represented an outright purchase," FTC said. #

Young Appoints Morgan

William E. Morgan, formerly a salesman with WXYZ and WXYZ-TV, Detroit, has been named general manager of the Detroit office of Adam Young Inc. and Young Television Corp., station representative companies. He replaces Edward Smith, who has been named general sales manager of KQV, Pittsburgh, a Young represented station.

'Woman's Day' Boosts Guarantee to 4,600,000

Fawcett Publications' *Woman's Day*, New York, will have a guarantee of 4,600,000 per month from February, 1961. This boosts the circulation 250,000 per month. Rates for either b&w or color remain unchanged.

James B. Boynton, Fawcett vp and director of advertising, states that the circulation growth is largely due to the addition of independent supermarket outlets.

KDKA-TV Syndicates Shows

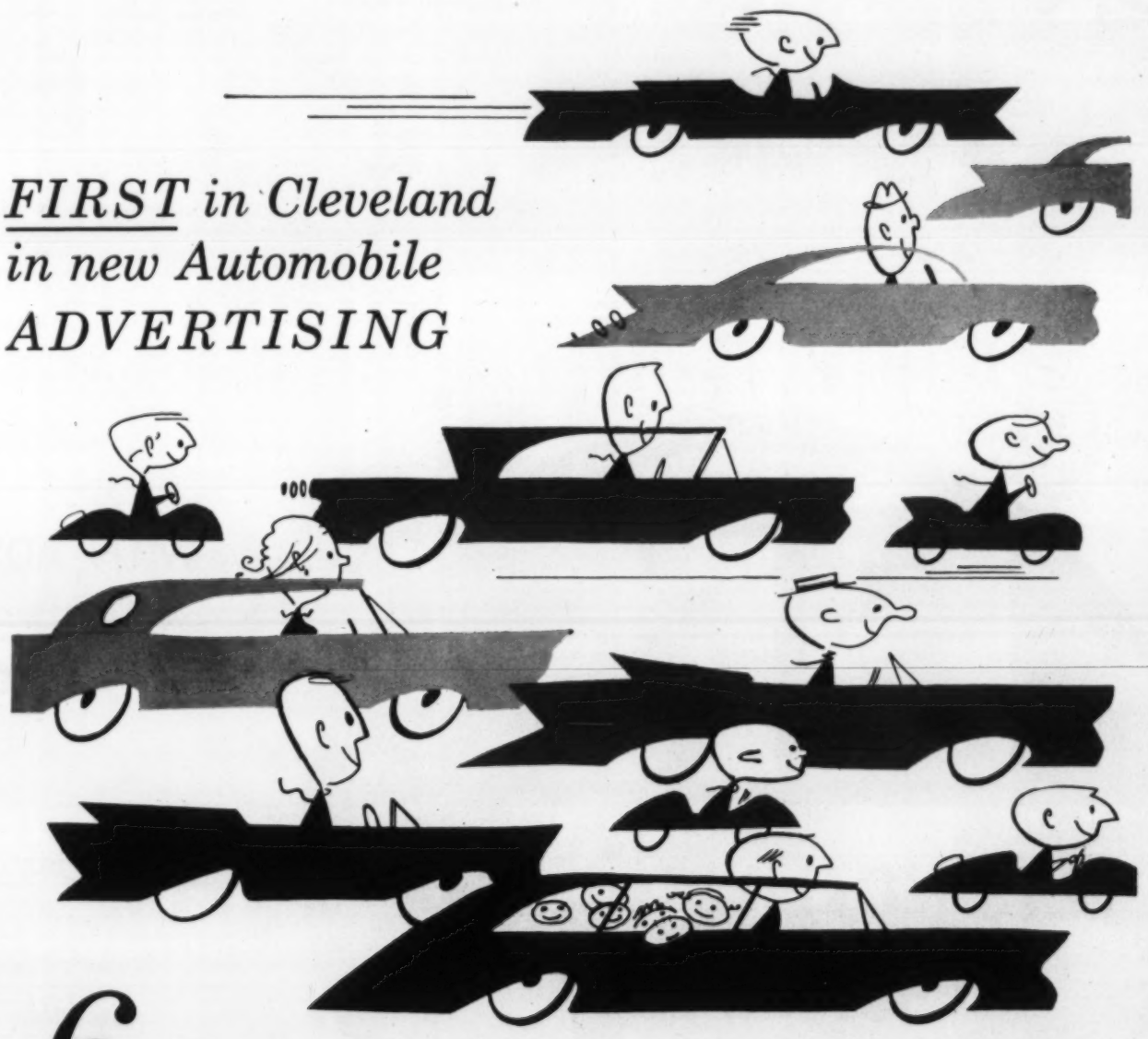
KDKA-TV, Pittsburgh, is syndicating another one of its popular local attractions. John Hills' daily exercise program has been sold to WSAZ-TV, Huntington, W. Va. Already being offered to other stations is "Funsville," a kiddies program featuring Josie Carey, Sterling Yates and Johnny Costa. "Funsville" is a daily attraction on KYW-TV, Cleveland, as well as on KDKA-TV.

Betts Co. to Close & Patenaude

John J. Betts Co., San Francisco, has been appointed central and northern California sales representative of Close & Patenaude, Philadelphia, producer of sales training and promotion programs. Mr. Betts will handle the "Two Hundred on Alfred" color-sound filmstrips, besides Close & Patenaude's Pitch-Pak and Pitch-Maker presentations.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Get to the point!
Say what you mean with the best-selling guide to clear, concise writing.
THE ELEMENTS OF STYLE
by Wm. Strunk, Jr., and E. B. White
Your bookseller has it. $2.50
MACMILLAN



6TH *in America in total Advertising*

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.
** Source; Media Records*

Stainless Food Names Griffiths

Stainless Food Equipment Co., Newark, N. J., has appointed Harry Griffiths vp of its national buyers and chain store division. Mr. Griffiths was formerly chain store sales director of Pepsi-Cola Co.

Daigh to Lambert & Feasley

Donald Daigh, formerly tv-radio director for Henderson Advertising Agency, Greenville, S. C., has been appointed assistant tv-radio director of Lambert & Feasley, New York.

ATLANTA
BILLION DOLLAR MARKET WITH A MILLION PEOPLE
BIG MOVIES + BIG AUDIENCE = BIG SALES!
CALL KATZ
waga-tv 5
the STORER station backed by 33 years of responsible broadcasting

Krugman Agency to Handle Co-op Only; Clients Pay

NEW YORK, Aug. 9—An advertising agency devoted exclusively to cooperative advertising has been formed by Lester Krugman, a specialist in the field.

Cooperative Advertising Specialists, 334 Fifth Ave., will provide a complete service for co-op advertisers, including creating, administering and merchandising co-op programs. Mr. Krugman said this is the first agency devoted exclusively to co-op.

Lester Krugman

"Co-op expenditures run at the rate of about $2 billion annually. Thousands of manufacturer-advertisers who participate in these expenditures have been forced to administer their own co-op programs because no competent service has been available to take over entire programs," he said.

The new agency will collect its commissions from the client instead of media—15% for the "complete service," a reduced commission or retainer for less.

■ Mr. Krugman, who has held ad posts on the retail, manufacturing and agency levels, commented: "In spite of its inherent abuses, co-op has become too important a marketing tool to continue to be ignored by agencies."

He said the "ability to apply merchandising techniques to co-op operations" is important. "Cooperative Advertising Specialists is fortunate in being familiar with the co-op programs of hundreds of manufacturers and plans to make this knowledge and experience available to its clients."

Most recently, Mr. Krugman was vp-advertising of National Telefilm Associates. He has worked for Emerson Radio, Bulova Watch, Grey Advertising Agency, and Namm's Department Store. He founded the "Cooperative Advertising Newsletter," to which he now acts as a consultant. #

LIFE
GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF
FOOD AND FOOD PRODUCTS
(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$11,030,701
2.	Reader's Digest	5,142,638
3.	Ladies' Home Journal	4,979,884
4.	Look	4,679,743
5.	McCall's	4,590,735

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW
CAMPAIGN in LIFE

LEAD ON—*In a political year, Libby, McNeill & Libby, Chicago, gets its own fall bandwagon rolling with a "Lead with Libby's" theme. This is the first of a series of 16 four-color pages which is starting in Supermarket News on Aug. 15. J. Walter Thompson is the agency.*

Stations Beamed at Negro Market Form Negro Radio Assn.

WASHINGTON, Aug. 9—The leaders in Negro market broadcasting have joined to form the Negro Radio Assn. Its principal aim: To promote this specialized type of programming to advertisers.

The association was set up following a two-day meeting of 29 station operators here this week. The group will start with the 29 as charter members; some 35 other broadcasters already have indicated an interest in joining the association, which hopes to have 100 stations in the fold within a short time.

Francis Fitzgerald, of WGIV, Charlotte, was named chairman of the board. His associates on the board will be Robert W. Rounsaville, WQXI, Atlanta; Harry Novik, WLIB, New York; Stanley W. Ray Jr., OK Group, New Orleans; Edgmont Sonderling, WDIA, Memphis; Norwood J. Patterson, KSAN, San Francisco, and Joe Speidel, of Speidel Stations, Columbia, S.C.

■ Membership is open to all stations engaged primarily in programming to Negro listeners. Advertisers and station representatives, with an important stake in the Negro market, will be welcomed as associate members. The membership drive is being directed by Mr. Fitzgerald.

As a first step in the promotion efforts for this segment of radio, the association will begin collecting up-to-date information about the Negro market and about programming for this market. These data will be made available to member stations for use as a sales tool in attracting national advertisers.

The association will have an office at 600 Contential Bldg. here. An executive director to head the office probably will be named in a few weeks. #

Record Source Adds Albums

Record Source Inc., New York, a company recently formed to provide radio-tv stations with a single source of single release records, will add long-play albums to its service on Sept. 15. Subscribers will be able to select albums from a list of about 550 at a cost of about $1 per album.

Metcalfe Joins WRDW-TV

Robert E. Metcalfe, formerly managing director of WPAR, the Friendly Group's Parkersburg, W. Va., radio station, has been named managing director of Friendly's WRDW-TV, Augusta, Ga.

S. F. Junior Adclub Elects

Jack L. Doyle, Walker Engraving Corp., has been elected chairman of the San Francisco Junior Advertising Club. Other new officers are: William Fredericks, Foster & Kleiser, 1st vice-chairman; Dan Dippery, Hoefer, Dieterich & Brown, 2nd vice-chairman, and Kitty Murray, also of HD&B, secretary-treasurer.

Firth Appoints Arndt

Firth Carpet Co., New York, has appointed Arndt, Preston, Chapin, Lamb & Keen, New York, to handle its advertising, effective Sept. 1. W. B. Doner & Co. is the present agency.

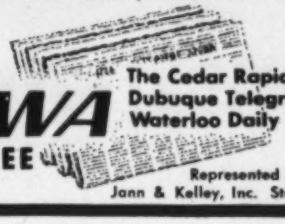
Martinez Joins KBCO-FM

Phil J. Martinez, previously commercial manager of KPER, Gilroy, Cal., has been named commercial manager of KBCO-FM, San Francisco.

"...and then I forget that without THE IOWA THREE you miss over 25% of the market."
HELP WANTED
IOWA IS ONE STATE BUT NOT ONE MARKET!

THESE 22-COUNTIES CONTAIN OVER 25% OF IOWA'S
• *population* • *households* • *retail sales* • *Consumer Spendable Income*
The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

THE IOWA THREE



The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.
Jann & Kelley, Inc. Story, Brooks & Finley

FILMS...RECORDS...PLATES

SHIPMENTS ARRIVE SAME DAY!

Don't miss deadlines! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!

GREYHOUND PACKAGE EXPRESS
DEPT. 9 H, 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

Studious Admen and 'Teachers' Abound at AA Seminar

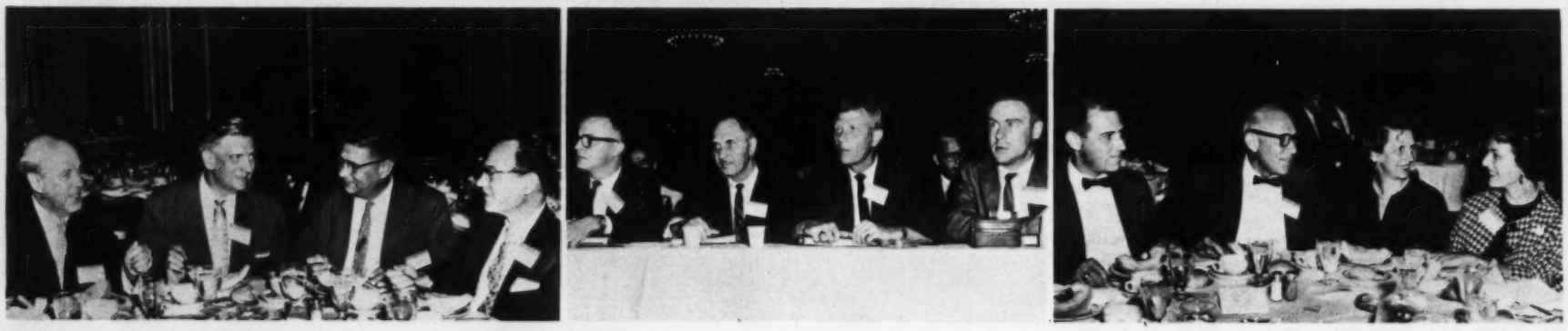
Last week we reported on the goings-on of the Advertising Age Summer Workshop on Creativity in Advertising which ran from Aug. 2 to Aug. 5. Now, on this page and the suceeding one, we present an informal portfolio of photographs taken during those sessions.

Jirasek Bailey Aves Turean Waggaman Grace Sanders Duncan Smith Garfield

FAITHFULS—*These gentlemen have attended all three years of the Advertising Age Summer Workshop on Creativity in Advertising: Edward Jirasek, Stowell Studios, Chicago; Everett M. Bailey, Island Creek Stores Inc., Holden, W. Va.; Wesley Aves and John Turean, Aves, Shaw & Ring, Grand Rapids, Mich.; Lewis Waggaman, VanSant, Dugdale & Co., Baltimore; C. D. Grace, Philadelphia Electric Co., Philadelphia; Clayton R. Sanders, Peoples Drug Stores, Washington; J. K. Duncan, S. C. Johnson & Son, Racine, Wis.; Robert E. Smith, Grubb Advertising, Champaign, Ill.; and S. C. Garfield, Garfield Advertising Associates, Detroit.*

Stephen Baker Jack Fascinato John B. Lanigan Mitch Miller Marvin Rothenberg Kenneth Snyder Don Tennant Gordon Webber Hooper White Arthur Zapel Jr.

SPEAKERS—*These were ten of the many speakers at the Advertising Age summer workshop, reported on last week (AA, Aug. 8). Their remarks were reported last week. Photographs of the other speakers were published along with the extensive coverage of the meeting in last week's issue.*



Murdock Sanders Tomlinson Bowie Svoboda Doner Davison Bratt Ed Sanders David Sanders Mrs. D. Sanders Lewin

ATTENTIVE—*Present at the summer workshop were William D. Murdock, Wm. Murdock Advertising, Washington; Clayton Sanders and Harvey Tomlinson, both of Peoples Drug Stores, Washington; W. D. Bowie, Ralston Purina Co., St. Louis; David F. Svoboda, Bulman Corp., Grand Rapids, Mich.; Charles Doner, Edward F. Davison and Donald H. Bratt, all of Aves, Shaw, Ring, Grand Rapids, Mich.; and a group from Sanders Co., El Paso—Ed Sanders, Mr. and Mrs. David E. Sanders and Mrs. Amy Lewin.*

Tibbles Renderer Robinson Blefgen Edinger Salinas Lechner Hutchings Elias Illueca Royer Reynolds

SHOP TALK—*Chatting between sessions of the Advertising Age Summer Workshop on Creativity in Advertising were Ralph Tibbles, Ted Robinson and Ralph Blefgen, all of MacLaren Advertising Co., Toronto; B. L. Renderer, Olympia Brewing Co., Olympia, Wash.; R. A. Edinger and L. F. Lechner, both of Heath Co., Benton Harbor, Mich.; Alfredo Salinas and Augusto Elias, both of Publicidad Augusto Elias, Mexico; Ed Hutchings, WKBT-TV, LaCrosse, Wis.; Arturo M. Illueca, Cerveceria Nacional, Panama; Richard Royer, Meredith Publishing Co., Des Moines; and Carter L. Reynolds, Truppe, LaGrave & Reynolds, Des Moines.*

CONCENTRATION AND COVERAGE WHERE AMERICA LIVES

Nearly half (45.4%) of all Americans reside in [illegible] of the 3,041 counties in the U.S. In those 100 counties, TIME concentrates more of its circulation than does any other [illegible] a half million people or more. [illegible] Substantially more than [illegible] TIME delivers your concentration and coverage, where it counts: where the big markets are.

TIME

Photo Review of Ad Age Workshop

(Continued from Page 82)

Hirsch Segal Harnsberger McNoldy Fry Shell Kelly O'Neill

LOYAL—*Among those who have attended all three meetings of the annual Advertising Age Summer Workshop on Creativity in Advertising are Edward Hirsch, Winius-Brandon Co., St. Louis; Bernard Segal, Haire Publishing Co., New York; Robert C. Harnsberger, Luray Caverns, Luray, Va.; James McNoldy, Howard Swink Advertising, Marion, O.; Nat Fry, Quality Advertising Co., Lansing, Mich.; Garland Shell, Shell Advertising, Monroe, La.; Vic E. Kelly, MacLean's Magazine, Toronto; and Larry O'Neill, VanSant, Dugdale & Co, Baltimore.*

Day McLagan Lemon Cason

APPLAUSE—*Students at the summer workshop applaud a presentation given by Kenneth C. T. Synder, Needham, Louis & Brorby, Los Angeles, and Jack Fascinato, musician-composer, Beverly Hills.*

Royer Barclay Blaiman Ax

SUMMER WORKSHOP—*Registering at the Advertising Age Summer Workshop on Creativity in Advertising in Chicago were Fred Day and John H. McLagan, both of Rippey, Henderson, Bucknam, Denver; Betty Lemon, Bradham Advertising, Charleston, S.C.; and Nancy Cason, WAPI-TV, Birmingham, Ala. Discussing the programs after registering were R. W. Royer, Meredith Publishing Co., Des Moines; Chuck Barclay, Raymond Scott's Jingle Work Shop, New York; Dennis Blaiman, Crane Publicity, London, England; and Chuck Ax, N.W. Ayer & Son, Chicago.*

Johnson Centlivre

Ranney Fascinato Snyder Kinsey

HUDDLE—*Two summer workshop speakers—Jack Fascinato and Ken Snyder—chat with Louis Centlivre and A. G. Kinsey, both of Bonsib Advertising Co., Fort Wayne, Ind.; George Johnson, French Advertising Co., St. Louis; and John M. Ranney, Santa Fe Foods, Arkansas City, Kan.*

MacTaggart Upton Tompkins Clark Hirsch Tincher Duntley O'Donnell Fry Beach Fish Randall

PASS THE BUTTER—*Refreshing body with food and soul with good conversation at the third annual Advertising Age Summer Workshop on Creativity in Advertising in Chicago were Phil MacTaggart and Ed Hirsch, both of Winius Brandon, St. Louis; Dick Upton, Chicago freelancer; Harry Tompkins, American Sterilizer Co., Erie, Pa.; John A. Clark, Investors Diversified Services, Minneapolis; Tom Tincher and Tom O'Donnell, Chicago Tribune; Dick Duntley, Pacific Hawaiian Products Co., Fullerton, Cal.; Nate Fry, Quality Advertising Co., Lansing, Mich.; Paul Beach, Union Pacific Railroad, Omaha; Jim Fish, General Mills; and Dean Randall, Minneapolis-Honeywell, Minneapolis.*

Ads for Cattle Medications Must Warn Milk Producers of Drugs' Duration, FTC Declares

WASHINGTON, Aug. 9—A quiet, speedy and apparently successful campaign to prevent contaminated milk from reaching the public was revealed last week by the Federal Trade Commission.

FTC, acting without fanfare to avoid another cranberry incident, blanketed all known primary producers of drug products with letters requiring them to spell out in their advertising how long residue of drugs given to cows remains in their milk.

The commission ordered that the ads should make clear that milk still containing any traces of the drug must be withheld from human consumption. Up to now, a warning on the label of the drugs sufficed.

■ FTC Chairman Earl W. Kintner said the alert to the drug industry had been carried out quietly to avoid creating "unfounded hysteria." The commission's investigators and scientific experts "went immediately to the industry that could remedy the situation," Mr. Kintner said. "The assurances of corrective steps make it quite clear that this fire is being put out before the public was needlessly frightened."

The FTC letter requires written assurances from the drug manufacturers—both veterinary drug producers and private brand distributors—that they will go along with the instructions. Response to these letters has been gratifying, according to the commission.

Drug residue in milk—in the case of penicillin—lasts about 72 hours.

Allen Heads Media Assn.

M. Elizabeth Allen, research manager of *Woman's Day*, has been elected president of the Media Research Directors Assn., New York, for the 1960-'61 year. Miss Allen succeeds Marvin M. Gropp, research manager of the First Three Markets. Other elected officers are Sheldon Newman, research director of *Esquire*, vp; Theresa C. Cohalan, associate research manager of *American Home*, secretary-treasurer, and James R. Flynt, research manager of the *New York Mirror*, director-at-large.

NAB Sets New Confab Date

The National Assn. of Broadcasters has changed the dates of the NAB fall conference to be held at the Biltmore Hotel in New York to Nov. 28-29 due to conflicting industry meetings in New York on Nov. 17-18.

Ronk Rejoins Stewart, Dougall

Emerson S. Ronk, formerly administrative vp and a director of Rheem Mfg. Co., has rejoined Stewart, Dougall & Associates, New York, as a vp and director. Mr. Ronk was with the market research company from 1950 to 1956.

Y&R Ltd. Adds Jordan Wines

Jordan Wines Ltd., Toronto, has appointed Young & Rubicam, Toronto, to direct its advertising account. The account, formerly with Vickers & Benson, is estimated to involve about $100,000 a year in billings.

3 Stations Join Mutual

WABI, Bangor; WPOR, Portland; and WAGM, Presque Isle, Me., all operated by former Gov. Horace A. Hildreth, have affiliated with Mutual Broadcasting System. WABI and WPOR also are affiliated with ABC.

WTRF-TV STORY BOARD

He never realized what wonderful friends he had until he sailed for Europe. His three buddies came to see him off. They brought candy, cigars, and liquor. And when the boat left the pier, there they were . . . eating, smoking and drinking. (Recommended by Ab, Sub and Notso, the Normal family.)

wtrf-TV Wheeling

"Doesn't that boy swear terribly?"

"Now . . . he knows the words all right, but he just don't know how to put feeling into 'em."

wtrf-TV Wheeling

The director was talking in his sleep. "Darling I love you," he said. "You are my life, my heart, everything that a man could want—."

Then he woke up and saw his wife glaring at him. Knowing what the trouble might be, he pretended he was still sleeping, rolled over and murmured, "Cut! Now bring in the horses!"

wtrf-TV Wheeling

The Wheeling Market audience is captivated by WTRF-TV and motivated by the commercial messages they see. The impact of WTRF-TV gets them, gets them to market and rings up sales and profits for advertisers who want to sell the rich and busy Wheeling Market. George P. Hollingbery will tell you all.

wtrf-TV Wheeling

When Dianne's parents threatened to forbid her seeing her boyfriend unless she told them why he'd been there so late the night before, she finally began to talk.

"Well," she said, "I took him into the loving room, and . . ."

"That's living, dear," her mother corrected.

Said the happy girl, "You're telling me!"

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

This is one key club you don't want to join

MEDISIT *(Man, Every Display I Ship Is Trouble)*

If you *already* have, however, it's time to retire your membership! Put an end to late display arrivals, damage in transit, design limitations, and time-wasting tie-ups of your key personnel . . . use North American Van Lines' comprehensive display shipping service.

Your display is a highly specialized sales tool . . . it's not freight! It deserves, really demands, North American's specialized, personal handling. Your display arrives on time, gets in faster . . . no uncrating, no complicated assembly, no crate waiting at show's end. You put on your hat, North American does the rest. It saves dollars, time and worry.

To find out more about the advantages of this display shipping service, ask your traffic manager or write our world headquarters in Fort Wayne.

NORTH AMERICAN VAN LINES, INC.
Dept. 25-1, Fort Wayne, Indiana
The Gentle Giant of the Moving Industry
♠♥♦♣ SPONSORS OF "CHAMPIONSHIP BRIDGE" ON ABC-TV

The Detroit Free Press

AN INDEPENDENT NEWSPAPER
JOHN S. KNIGHT, PRESIDENT AND PUBLISHER
LEE HILLS, VICE PRESIDENT AND EXECUTIVE EDITOR — HENRY C. WEIDLER, BUSINESS MANAGER

Published every morning ... Detroit 31, Michigan

8

As We ...

Plotti... To S...

THE ... smaller d... American ... do about ...

The ver... United Sta... modity Stab... suspension of ... dent Eisenhower ... powering him to s... ports.

Currently in session is the State ... partment's National Advisory Commit... tee on In... may set ... this count...

That a ... tender te... accorded ... by Castro ... owned pro... ization of ... erty owned by ... panies but American citizens.

Castro c... ive attitu... the expro... he could ... mission C... control Cuba ... States.

The Co... now has ... what mus... missile base... might be forced to decide whether the Monroe Doctrine still is an active, meaningful document wo...

One approach would be to ... string along with Cuba until Castro grows up or the C... Russians give him th... passive gamble, however, that could turn out any of a number ...

The other availab... sending in the Mari... ties with Cuba, thus emphasizing to the Cuban people the advantages they enjoyed from exchange with the United States.

The latter is attractive in that it might be the course most likely to impress Cubans with the damage Castro has done to their great stake in maintaining links with the United States, and to encourage them to establish a stable, democratic government within the Organization of American States.

• • •

Rep. Oren Harris Stretches Reason

The following editorial, discussing the Knight Newspapers' investigation of House expense accounts, was published in the New York Herald Tribune.

Topping the list of the ... ities is the charge by ... cratic Rep. Oren Harris ... investigations of Congr... account abuses ca... a curious convolution of logic he ... ests that exposure ... larities (letting taxpayers pay for liquor, night clubs, etc.) by Representatives is the weapon the press is using for ... even for House members ... broadcasting ... duct. Specifically, he ... by the Knight newspapers and Life magazine as "conspiracies," and "attacks" on the House ...

Here is a non-sequitur ... taxes the power of reason. If the newspapers had failed to print what they knew about wasteful practices by House members they would be betraying their trust. They would be dishonest. Even if the revenge theme were valid—a ridiculous thought—it would have nothing whatever to do with the guilt or innocence of House members and certainly should not be used as a red herring.

Investigative reporting is not easy, but it is necessary. It is a traditional and ac-

Speaking of "Missile Bases"

AS LIPPMANN SEES IT

We Can't L... Paw... te...

MANN

governm... ke the U...

ing Am... hing whi... Marines...

It is seiz... property with... tion.

It is incitin... us all ov...

TV [...

Castro's ... purely have provoked intervention by the United States.

... ked ... have sig... ther A... most ex... ... ent... un... of ...

The Ch... Organi... lation ... ... aye in ...

directly for any reason, in the internal or external affairs of any other state."

This Charter, which is a treaty signed by the President and ratified by the Senate, disarms this country in dealing with Castro.

What is more, so long as only property and propaganda but not lives are at stake, most of the governments and people of this hemisphere, virtually all of Asia and Africa, and the greater part of Europe, would sympathize with Castro if the United States intervened.

There ... doubt that Castro ... the ... in the Americas ... enjoy a high degree of immunity in what he does to the United States, Britain and other ...

It seems to me, is this:

Is Castro using this immunity to armed interven...

... foreigners while he is carrying out the expropriation of ... and alien intention, which goes far beyond the ... in the ... uncommitted world of Asia and Africa?

In ... words ... we ... with a grant, in which Cuba is only a pawn in a vast international ...

It is clear, I think, that we must not allow ourselves to be provoked into armed intervention ... the ... guilty ... the annoyance of Castro's propaganda are small things ... popular revolution.

Nor should we expect much ...

... from economic ... such as in the st...

Castro will ... cause of this. Fo... doubtedly count... port of the Sovie... we are quite ... prevent the S... from aiding him ... are giving ... countries ... of the Sovi... le to object ... on our frontier ... the Soviet Union ...

• • •

TRUE POINT ... address ours... known interve... internal affairs ... here around the ...

We can do virtu... on our own. Fo... use of Am... have signed ... of unilater... this hemisphere.

But, joined ... our liberal Am... with Brazil, ... bia, and Ve... could — without ... Cuba — work ... mintain and ... Cuban revol... mainland of Co...

• • •

AMBASSADO... has a ric... ledge of the ... ers a system ... trol of the traf... This system of c... set up, prefe... ganization o... States.

This, he argues ... of the treaty ... ro, which ... and attack ... American state ... against all of th...

Control of the ... and from Cub... ... e, would not ... blockade, might ... dampen down ... ventures in inte... of Cuba. ... might do e... ... the Americ... sit out the Cub... by containing it.

OTHERS SEE IT

...ethodists Hit on Red China

... DOUGLAS Parker ... cently reported to have ... that it was only out of ... on to Christ and His ... of Redeeming Love ... the Methodist Board of ... Relations ... Church ... ment, etc. ... Rev. Parker ... re... fiers. "for they know not what they do" and in terrible anger cast the money-changers and ... ers ... violated the sanctity ... of the ...

Yet, in His name, we should admit, the Red Chinese who have delib... everything ... the famul...

The same loving Christ referred to the Pharisees as "blood of ... whited ... for their greed, ... deceit and pride. How would He have addressed the ... lin which ... fully plot ... struction of all religion?

Since Christ insisted that we cannot ... the devil and ... Methodist ... in Christ's name flirtation with the piecemeal surrender to the forces ... in the ...

Intercepted Letters

BERNARD GOLDFINE
U.S. Penitentiary

... ry:

... use a vicuna coat ...

PIPELINE PETE

... that the United States ...

DONALD LORSINGER

... Urged

THE DISASTER in Chile is one of the major ... dealt such a crippling blow ... and no country still needs ... hospital with a chip on his shoulder and the staff ... life.

WILLIAM O. HANNEN

Flint Slaying Touches Us All

... ing of the young man in Flint touches all of us. It reminds me of a similar incident a few years ago in my ... way. Some ... hoodlums (whites) killed a Negro boy, ... honor student, just ... a "nigger."

So you see, hoodlums can ... Out ... and home life have lots to do with making hoodlums.

... children a Christian attitude there will always be rapes and murders in our streets. In other words, we must come ... God.

GUY E. BROWNE

... Rockefeller

GOVERNOR Nelson Rockefeller of New York has ... that he is an outstanding liberal possessing the leadership ... qualities necessary ... into an awareness of the pressing needs of our nation. Gov. Rockefeller has repeat-

... who cannot pause for a moment to send a check, no matter how small, to help those whose world was suddenly made into a frightening menace to them and their loved ones.

You Get What ...

... I refute every unfair, disagreeable statement he made.

I am speaking from ex... I had a major operation (at 75), was there three weeks ... which ... for a ... loved ones.

... devotes his time to ... the expropriation of ... the United States into a ... with a chip on his shoulder, in which Cuba is only a pawn in a vast ... world of Asia and Africa?

In ... words ... we ... with a grant, in which Cuba is only a pawn in a vast international ...

It is clear, I think, that we must not allow ourselves to be provoked into armed intervention ... the ... guilty ... the annoyance of Castro's propaganda are small things ... popular revolution.

Nor should we expect much ...

STRICTLY PERSONAL

Wom... The Hidden in Man

BY SYDNEY HARRIS

Purely Personal Prejudices:

Has anything ... ever made war excep... peace?

Husbands and wives who kiss each other in public give me the impression that they rarely do so in private.

"Work or school" should be as mandatory for teen-agers as "work or ... starv... ... ma... for ... men. ... ness ... bored... the ... tating ... of juvenile crime.

The person ... who uses the word "sarcastic" is usually unable to distinguish ... of those words which are an invariable mark of a dull mentality.

... written are those advising the readers not to worry. If the anxiety that ... hospitals would be vacated in 24 hours.

... on the road to faith. The man who has never questioned the fundamentals cannot really grasp them in full belief. This is why ... make ... disappointed in the great things of life before they can learn the satisfaction ... existence. ... suffer large disappointments is to miss all the substantial pleasures ... small.

• • •

IT MAY BE true, as swindlers insist, that you can't

SPEAKING OF HEALTH

...Johnson Suffers 'Political Myopi...

... In ... ton has no con... of ... his c... inates its presidents?

... ment came from ... Washington correspondent and serves to underline the reason that almost ... news would get ... delegates. They ... ally pick the Ne...

The strategy ... that outside of ... most senators ... men cut much ...

One MILLION READERS SAY IT!

over 1,080,475 based on 2.16 readers per copy, 10 years of age and older.

That's a lot of people! Only 5 cities in the United States and only 73 cities in the rest of the world have populations to equal or exceed the number of people who read the daily Free Press.

The Detroit Free Press is Michigan's "Best Read" daily paper.

Latest official figures* show that Detroit's fastest-growing daily newspaper reaches an average of 500,220 families every weekday. That's tops in Michigan daily newspaper history. Sunday circulation also has grown to the highest ever attained by the Free Press—a thumping 530,221!

What an audience for your product or service! Ask your Story, Brooks and Finley man for the complete Free Press story.

ONE NEWSPAPER IN MICHIGAN

1 newspaper at 1 low cost provides basic coverage of METROPOLITAN MICHIGAN

Including the Detroit Retail Trading Area PLUS Michigan's Standard Metropolitan Statistical Areas!

The Detroit Free Press

Michigan's Only Morning Newspaper

National Representatives: Story, Brooks & Finley • Retail Representative: George Molloy, New York

*ABC Publisher's Interim Statement for the three months ending June 30, 1960

Advertising Age

Feature Section

Case Histories: Groesbeck

Wooll Discusses Typography

Idea Piracy Claims by Employes

Weiss, on Special Brand Promotions

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

Should TV and Print Creative Be Separate Functions?

Harry McMahan looks at 12,000 tv commercials a year, selects some 120 for comment in this monthly column in ADVERTISING AGE. *Currently he is compiling 32 reels of the best alltime American and European commercials for an industry library. It is to be available this fall for agencies, advertisers, adclubs and students of the commercial.*

By Harry W. McMahan

You read many stories in the trades about how the top agencies are gearing for tv programming, how they are stashing manpower in depth to handle the *buying* end of this business.

Harry W. McMahan

But what about the *selling* end? How are they gearing for creating the commercials that will move the clients' products on these programs?

Six of the top agencies failed miserably on the commercial creative front at the recent American Festival (as judged by 26 of their own tv vice-presidents). All have great track records on programming. And their weakness in tv creative belies the fact that they're all pretty good in print.

■ What's the answer?

Maybe part of it is their organizational setups in creative. Five of the six still separate their print and tv creative departments.

Television is not a breed apart, we contend. In techniques, yes. In the creative process, no.

Good print writers can be good tv writers. And often they have a freshness of viewpoint that's a happy jolt to an already lazy and imitative medium.

Case in Point: DDB

Maybe it would be worth while for us all to take a good, hard look at the workings (and philosophy) of Doyle Dane Bernbach.

Here is an agency born of the television era. The year was 1950. First year's billing: a scant $2,000,000.

DDB's rise has been the fastest in the business, percentage-wise. Last year it billed $27,000,000. This year, plus it by about 25%. (That's 1400% gain in ten years.)

DDB has won the tributes of the trade with its print creative work: Polaroid—Volkswagen—Orbach's—El-Al Airlines.

Smash illustrations. Short, intriguing copy. Long copy, too, on Utica Club beer. Sophisticated copy on Chemstrand. Warm, personal copy on Coffee of Colombia.

That was print. Probably the most unclichéd portfolio of advertising any agency has turned out in the last decade.

Formula for TV

About three years ago DDB began moving more heavily to tv. Same approach, same flair, *same people.*

They set a new pattern in personality commercials for Polaroid, first with Steve Allen, then with Don Ameche.

They went sophisticated with Chemstrand Nylon. Broadway-type lyrics and show tune. Fresh visual—literally *print on tv.* They won the International Festival, the accolades of the trades—and started the "visual squeeze" which has been copied by just about every major agency since.

For Colombian coffee—a difficult assignment, for sure—again they wedded print and tv. "Juan Valdez," the coffee grower, stepped right out of the newspapers with the dimensional-plus of an exciting accent and an "atmosphere" jingle.

For Dreyfuss Fund—another toughie assignment—print's lion walked the streets.

For Philip Morris, DDB was put in competition with one of the top agencies for a new menthol brand. The biggie chose "Mayfield" as a name, floundered for three months in test markets, gave up the ghost. DDB took second choice, "Alpine," licked the test markets, and went national with a jet take-off. Again, print and tv were wedded, only this time tv set the pace, print went "story-board," scene for scene, even to the dialog.

How Do They Do It?

It strikes us that some of the bigger agencies might examine this DDB story more closely. We asked Phyllis Robinson, copy chief, for more clues on their creative success story. Here are a few nuggets to ponder:

"You need smart copywriters. Probers, diggers, who can ferret out a selling idea. . .

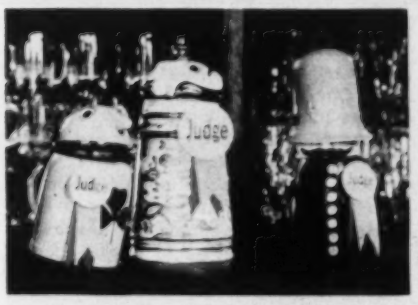
"You need talented art directors . . .

TRICKY TO PRODUCE—*The Dreyfuss Fund lion stalks out of the subway and quietly takes his position on Wall St. A tricky commercial to produce, MPO staged it with reasonably docile trained lion and process backgrounds. Script by Doyle Dane Bernbach.*

NIGHT SHOTS—*Off-beat DDB commercial approach on Volkswagen's Kharmann-Ghia has the car's good looks shown off in a montage of night shots, through dark and rain, into the dawn. Unusual music, very few words, accompany. Rita Selden and Helmut Krone were the copy-art team. Robert Lawrence produced.*

DOUBLE WINNER—*Chemstrand Nylon's International prize winner of two years ago is followed this year at DDB with a colorful, provocative "Don't Forget Your Nylons." It won at the American Festival. Mrs. Robinson and Bob Gage were the copy-art team with Mitch Leigh and the Music Makers on the sound track. EUE produced.*

STEPS OUT OF PRINT—*"Juan Valdez," the coffee grower of Colombia, steps right out of print to tell his story of the tall shade trees, winding up with "the more Colombian coffee, the better the blend." MPO produced on location from the Rita Selden-Bill Taubin DDB scripts. Music Makers do the background music, "Coffee of Colombia."*



COUPLE OF MUGS—*Utica Club beer series features "Schultz and Dooley," two beer mugs in stop motion. Dave Reider and Bill Taubin are the copy-art team at DDB. Farkas Films produces. Series won at International Festival in Venice.*

KEATON PANTOMIME—*Campbell-Mithun is the agency for the Desilu-produced Northwest Orient Airlines series, which won tops at the Hollywood Adclub and American Festival.*

who aren't afraid to sell...

"You need creative freedom in which imagination can fly. Room to breathe ...an opportunity to make bold moves...

"You need account executives with the intelligence to define the advertising problem—or help you define it...

"And—clients who seek out great ideas instead of running away from them..."

It works for print. It works for tv.

It proves the point, we think, that print's good brain power can do a whale of a job in tv.

More agencies need take heed. They need a little cross-pollenization on the tree of creativity. Time is running out. And this year's fruit crop, the competition shows, is getting pretty pithy.

More Off-Beat Twenties

Last month we commented on some of the sharp off-beat :20s now hitting the airwaves. Ford's "Just the Commercial," which went on to win at Venice. Eagle Stick-Pen's new twenty gambit.

Two others that have been around a while also need mention.

Northwest Orient Airlines makes Buster Keaton's pantomime pay off in their Desilu-produced series. In one, for instance, Keaton strolls down the street, sees a Northwest sign, amiably slaps the Oriental gong in its illustration. The scene comes to life and the little girls sing the Northwest jingle in pidgin English. Keaton looks again, goes back to the poster, rubs his hand over it—but now, it's only a poster.

Campbell-Mithun, Minneapolis, is the agency. The series won tops in category at the Hollywood Adclub and the American Festival. And rightly so.

Half-Pints on Milk

Michigan Milk Producers continue their good job with :20s—so successful that other state cowmen are now using them.

One of the latest series has a crowded elevator. One business man says to another: "What are you doing for lunch, J.C.?" Just then the operator calls the floor: "Lunch counter—milk bar." Everyone piles off—including the cow in the back. She moos the tag line: "Smart Detroiters make it milk for lunch..."

Copy themes for the series are set by Zimmer, Keller & Calvert, Detroit agency. Earl Klein's Animation Inc. comes up with the answers. The styling is as fresh as the milk, too. It's pleasant to see cartoon characters that avoid all the current grotesqueries.

Beer: 'Alfred & Stanley'

Some folks in Minneapolis keep pointing out that Piel's "Bert and Harry" has nothing on their own Grain Belt's "Alfred & Stanley."

The series, now in its fifth year, is out of Knox Reeves Advertising. Two years ago, the American Brewers Assn. named it "best beer advertising in the country." And, whether or not Piel fans agree on that point, Grain Belt's sales have moved up constantly.

Reeves' Gene Carr writes, Larry LaBelle is art director and producer. Grantray-Lawrence cartoons the series.

Nestle's Two Instant Hits

Agency competition seems to be paying off for the Nestle Co. up in White Plains, N. Y.

First they get an instant hit out of William Esty Co. for Nescafe Instant coffee. You've heard it on radio and tv: "43 Beans in Every Cup." The tv has a very graphic visual which goes all the way to Holland for Joop Geesink's stop motion animation of the beans, while Bob Klaeger does the live action in New York. Joe Forest and Walter King produced for Esty.

We think this spot so pre-empts the coffee bean as Nescafe's private property that the more recent Maxwell House Instant spots are due for a lot of misidentification. The viewer who sees Maxwell House is bound to be singing Nescafe's story every time the beans roll out. Who's out of whose bean?

Nestle's second instant hit is from McCann-Erickson for Nestea. Again a good jingle. Again a fresh visual. This one features Jan Crockett who, from scene to scene, plays Whistler's Step-Mother, a 1920 flapper, a broad Marilyn Monroe and a few more gals, all wonderfully. If she ever needs to audition her talent, this commercial really wraps it up. She's our cup of tea.

Credit to Elliot, Unger & Elliot for bright staging. Especially, there's a modernistic Lucite faucet to point up the "just turn the tap for Nestea" claim. Jim Manilla produced for McCann.

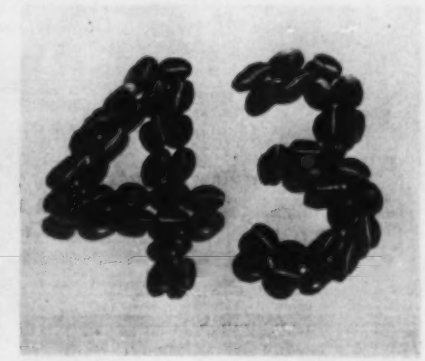
Nestle comes out a double winner on the competition.

Donkeys & Elephants

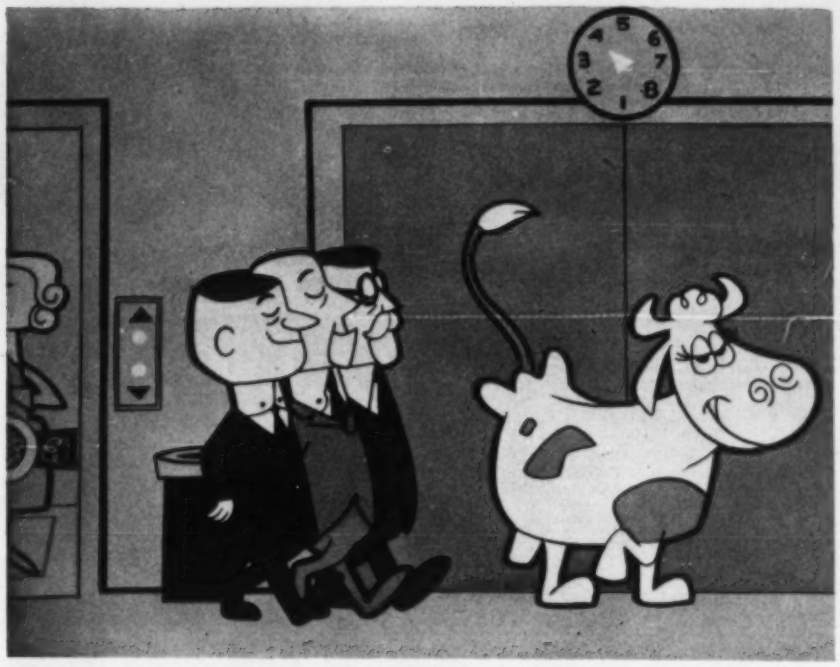
We found most of the political conventions commercials just about as deadly as the proceedings. We think this is the wrong psychological climate for most commercials, anyway.

Nominated for oblivion: Those oversexed commercials for the 20th Century-Fox "From the Terrace" movie, during the Demo go-round in L.A. Why not retitle the picture: "From the Gutter..."

But would anyone like to buy a spot on the Kennedy-Nixon debates? #



COFFEE AND TEA—*Nestle Co. has two hits—for Nescafe Instant coffee, from William Esty Co., and Nestea, from McCann-Erickson. Jan Crockett appears in various character parts in the Nestea scenes.*



FRESH STYLING—*The cow's in the elevator in one of the series for Michigan Milk Producers. Zimmer, Keller & Calvert, Detroit, handled the copy themes, with Earl Klein's Animation Inc. in charge of the cartoons.*

'ALFRED AND STANLEY'—*Knox Reeves Advertising is the agency for the Grain Belt beer series, now in its fifth year. Grantray-Lawrence does the cartoons.*

AE-ACTOR—*Neil Schreckinger, DDB account executive, plays the tv viewer torn between "high filtration" and "menthol" cigarets in the Alpine commercials, a winner in New York Art Directors competition. Phyllis Robinson wrote, with Bob Gage as art director. Elliot, Unger & Elliot produced.*

Employe Communications . . .

Exchange Publication Earns Praise

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

By Robert Newcomb and Marg Sammons

Growth companies are not the only organizations that turn to broader communications in order to interpret their own progress to the readership. A few years ago, the Midwest Stock Exchange recognized it might itself encounter a problem in the area of internal communication, for it was growing, too. Formed in December, 1949, through a consolidation of the Chicago, Minneapolis-St. Paul, Cleveland and St. Louis stock exchanges, Midwest soon emerged as a mart of national prominence.

As America's fastest-growing exchange in both share and dollar volume, Midwest found itself faced with the need for keeping informed a mounting number of interested people in locations all over the country. Significant developments were constantly taking place, and Midwest wanted people to know what they were.

■ Out of it came the Midwest Stock Exchange "News," a bright and enterprising little eight-page quarterly that does

An open invitation to Senator Church, Governor Brown, and Governor Stratton

AT THE recent national conventions you three men spoke disparagingly about advertising to a nationwide audience.

Like most critics of advertising, you stuck to innuendo and avoided specifics.

As a matter of fact, you all sounded suspiciously like people in need of a little more information on the subject.

We think you might feel differently about advertising if you knew more about it. Accordingly, we invite you to spend a week at our agency as our guests. We'll pay all your expenses. We'll hide nothing from you.

We urge you to sit with our management in Creative Review Group meetings where we evaluate campaigns, to visit with our research, marketing, and creative people, or anyone else in the agency with whom you'd like to talk.

When you have done this, ask yourself these questions:

1. **Do these people work hard and conscientiously to tell consumers the truth about the products they advertise?**

2. **How do the ethics, intelligence, and practices of advertising people compare with those of the people entrusted with the conduct of our state and national governments?**

After that, you might like to apologize to the advertising business.

LEO BURNETT CO., INC.

HEADQUARTERS: PRUDENTIAL PLAZA, CHICAGO 1, ILL. • TELEPHONE: CEntral 6-5959

Other Offices: New York, Hollywood, Detroit, Toronto, and Montreal

a competent job of covering the bases. Its prime objective is to build better understanding of the roles played and the problems faced by personnel working on the Exchange floor, as well as those in nearly 1,600 member firm offices, which are located in more than 300 cities in 49 states.

Initiated in June, 1956, the "News" is distributed to roughly 3,760 representatives of member firms, floor traders and Exchange employes. It is a well assembled and thoroughly readable chronicle of news developments around Midwest and of member firms, listed issues and the investment industry. Naturally, the publication serves as an unusually effective means of promoting those 90 issues that are listed only on Midwest.

■ The job of gathering the material, editing it and producing the magazine posed a problem, since Exchange personnel are not essentially journalists. The task fell to Midwest's public relations counseling firm—Beveridge Organization Inc. of Chicago. The counsel's representatives work closely with top Exchange officials to make certain that no significant developments go unreported. After four years of this specialized literary stint, members of the Beveridge office have a good grasp of what's wanted and needed, and they go their own way largely unsupervised, with the blessing and the approval of the Exchange officials. Oscar Beveridge, the firm's chief, occasionally takes on a writing assignment himself: In a recent special feature he discussed "What Makes a Market," and gave the readership some helpful, specific characteristics of a good market.

■ What sometimes makes the news-gathering rough is the fact that the editors strive to concentrate on material previously unreported in the general press. Since the vast majority of editorial matter actually is original, the "News" has already won considerable attention both from newspapers and from the financial magazines.

Here is a publication that might readily have made its debut as a formidably dull document, deliberately stripped of warmth in order to suggest to readers the dignity of its origin. The Midwest sponsors made no such mistake. They said, in effect, "Let's give our people the sort of thing they need to know and want to read. And let's wrap it up attractively, since we want to hold all our old friends and to enlarge our circle of new ones." Maybe that isn't exactly the way they put it, but that's the target they have effectively hit. #

Agencies Ask Us . . .

Our Presidential Campaigns as Case Histories of Communication

By Kenneth Groesbeck
Advertising Agency Consultant

Many agencies ask us, from time to time, what subjects they should study, in order to become proficient and successful in advertising. The superficial answer, and one with which too many of us are content, is that we should study marketing, the movements of goods and services from conception to consumption. Or, even less adequate, that we should study writing and picturizing. Necessary, indeed essential, as all these abilities are, the basic answer, I think, lies even deeper. What advertising people need to master in order to succeed is the art of communication.

Kenneth Groesbeck

Early in July we were given by the Columbia Broadcasting System a most magnificent lesson in communications. This was the appearance of Walter Lippmann, who for an entire hour answered questions ably posed by Howard K. Smith, on national and international problems of our times, and particularly on the qualifications needed by the Presidents of the United States. They need leadership, said Mr. Lippmann, qualities nobly possessed by Churchill, deGaulle, both our Roosevelts. The ability to understand and interpret events, by which he meant, of course, wisdom. And finally, most significant to us advertising people, what he called articulateness—the ability to communicate.

■ Not only in the principles he enunciated, but also in his manner and his attitude, Mr. Lippmann was communications at its best. He "got across," as the vernacular has it. It will pay us to study this great television achievement, and see what we can learn from it.

However controversial a figure Mr. Lippmann may be (and one often disagrees with him), on this occasion he carried his audience along with him so sympathetically—so empathetically, we might better say—that it was difficult to preserve even reservations on total agreement. How was this done? First, I think, by modesty, unpretentiousness, failure to wave the flag, complete disregard of devices or emotional falsity. These great qualities of communication at its best were particularly gratifying when one realized that here was a famous person, an elder statesman, a most successful commentator in hundreds of newspapers, who might have been excused on any of these counts for an exhibition of what would have been considered weakness in a lesser man. The bigger a person is, the more engaging we find simplicity and modesty. And, conversely, the more enraged we are at bluff, pretense, and meretricious appeals which so clearly imply that we are morons unworthy of valid mental approaches.

■ This observer disagreed with Mr. Lippmann when he said that a President's communications might best be aimed at the mental layer above the lowest—at those who are in a position to teach, or otherwise influence the lower intellectual classes. Remember Churchill's "Blood, sweat and tears"? and FDR's "We have nothing to fear but fear"? Surely the greatest and most successful communications, certainly in this western area, penetrate all the way down to all the people, whose convictions, in the last analysis, sway the world.

A very bright and revealing light blazes on all those human beings who aspire to high office, particularly in these television days. It's one thing to read about a person's convictions, and quite another to see him as he expresses them.

Apart from our political ideas, which candidates have impressed us favorably, and which ones have in some way antagonized us, and why? Advertising people will find this exercise a most profitable lesson on communications.

Mr. Nixon's real career began with a television appearance in which most observers believed him and liked him. I think Senator Kennedy's chances were greatly improved by his televised answers to Mr. Truman's charges of a rigged convention, and his observations on the candidate's youth. On this occasion, not only was Senator Kennedy armed with factual and convincing answers. He was also direct, clearly sincere, controlled, courteous, and strong. In fact, he exhibited, for some millions of persons to see, many qualities of leadership for which the nation is praying. He communicates.

■ Senator Johnson based his appeal on a strictly political device—don't be steamrollered, don't let your minds be made up for you, don't let Kennedy tell you delegates what you should do. Writing this piece on July 8, several days before the Democratic convention, I will stick my neck out to predict that this tactical line did not succeed.

What of Mr. Stevenson? I admire him greatly. What has most hindered this able man? In my opinion, his cleverness. What our people call "wise cracks." They like them, quote them, laugh at them, and, in a man aspiring to be President, distrust them. Would it have been a pose if Mr. Stevenson had steered clear of his little jokes, which are evidently second nature with this kindly man? Perhaps so. Perhaps his very greatness made him refuse to advance himself to the people in an image deliberately divested of surface cleverness. If this was a considered decision, I think it cost him two elections. Lincoln loved a good joke perhaps more than any human being who ever ran this country. But when he talked to the people on matters of national import, he was deadly serious.

To us advertising people, "to communicate" means to *penetrate* the minds we

The Creative Man's Corner . . .

Off-Beat—and Good

This is a strange but, we assume, the Fashionable way to introduce Talon's new nylon zipper. The girl, we also assume, is jumping with joy over its arrival and is apparently waving a flag to warn yachtsmen of an approaching storm. Anyway, she's scared hell out of a covey of pigeons which are making off in all directions in order to escape her lethal enthusiasm.

The copy says that Talon, in introducing this new zipper, is blowing up a fashion storm. The copy shows imagination, too—but in a manner in which fashion copy usually doesn't. This copy uses vivid images to convey meaning, not to obfuscate. "It's incredibly small, yet incredibly strong," it says, and adds that "it's color-perfect, because color lives forever in Zephyr. And it's virtually snag-proof. But even if fabric or thread should catch in its coils, it's magically 'self-healing.' (Just bend it in half to open . . . and remove fabric. Then un-zip, re-zip and Zephyr 'heals' itself.)" Excellently descriptive, we feel. Good copy.

The slogan is, "Takes the hardware out of fashion." *Hardware* is hardly a fashion word, but maybe that's why it's good. People will feel so strongly that it doesn't belong that, associating it with the metal zipper, will take for granted the metal zipper just doesn't belong.

A strange, off-beat ad—yet unusually well-suited to the purpose. We like it.

EVERY ADVERTISER SHOULD KNOW THIS WOMAN!
She's young and rich and a beautiful sight to see when she sets out on a shopping spree. She and her 45,999,999 sisters spend billions a year on cosmetics, hats, stockings, shoes, bags, gloves, jewelry, lingerie, foundations. She's the young perfectionist who prefers to make some or all of her own clothes. And she's your most discriminating customer for the trappings needed to complete the fashion image we put in her mind's eye.
Do you know her? More important...does she know you? She undoubtedly does if you're one of the advertisers who have already discovered SIMPLICITY, the one mass fashion magazine for women who sew.
Edited especially for the woman who sews, daring new digest-size SIMPLICITY is your most exciting and colorful new medium for making things move in a fashion area you may never have explored.
Circulation guarantee: 600,000; print order last issue 750,000, and each issue we have to print more. For a simple reason. We're forever finding new and better ways to give this discriminating customer more and more of what she wants most...fashion information designed to meet the special needs of the woman who makes her own clothes.
Like to meet our girl? Write us on your letterhead and a copy of our new fall issue, out today, will be on its way.
Simplicity the mass fashion magazine for women who sew.
Published by the world's largest pattern company: SIMPLICITY PATTERN CO. INC., 200 MADISON AVENUE, NEW YORK 16, N.Y.
SIMPLICITY'S 4 POINT FASHION PLAN
Simplicity
the fashion magazine for women who sew
FALL AMERICANA:
FABRICS
COLORS
SILHOUETTES
THAT
COUNT
50c

address so that we are *remembered favorably; to convince*, to the extent of probable action, soon or later. Penetration, remembrance, conviction. Successful communication takes place only when we understand the minds we address; when we realize the barriers we must surmount; when our strategies are aware of preconceived ideas and prejudices, so we go along lines of least resistance.

All good salesmen, actors, orators, teachers are master communicators. Often this ability is inborn and instinctive, and the most successful communicators are completely unable to tell you how they do it. Some advertising people have the same inborn ability. Most of us, however, have to learn how it is done. A most valuable lesson is being offered to us in this Presidential campaign. #

The Peeled Eye Department . . .

Boost for a Marriage Counselor

By Dick Neff

We Just Hope You and Your Wife Don't Go FFFT!

"DON'T LET THE 4TH GO FFFT!" says an advertisement sent to us by Murray Gelman, "Free-Lance Ad Writer, Reader and Critic," of New York.

Dick Neff

"No need to stay home" . . . the copy reads. "Rent a KINNEY CAR and be off for a celebration with some real fireworks. (Share a car to the country with another couple!)"

Mr. Gelman suggests that psychologists might want to study it and that it "betrays the copywriter's deep anti-marital feelings."

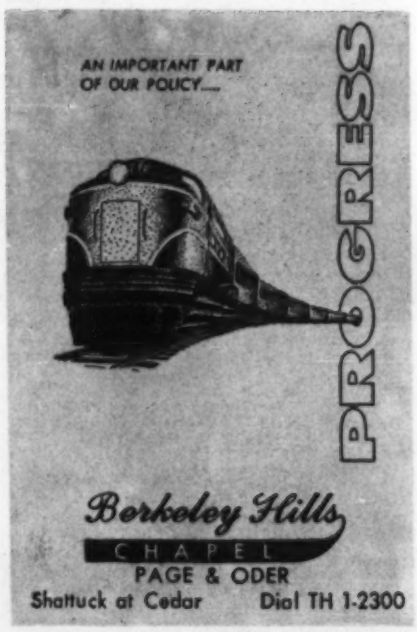
"He (or she)," he writes, "suggests renting a car for a holiday weekend 'with some real fireworks'... I wonder how many couples vacationed together and got their share of fireworks."

The Inscrutable Makeup Man

"The makeup man has done it again," writes Arthur Einstein of J. Walter Thompson Co., New York, "and being a Ford man I can't help but enjoy it. It's from the *Times* July 8."

Jet-Set Funerals

Down from Canada—from one Ross Robinson—comes this advertisement for McDougall & Brown, Toronto funeral director, addressed, no doubt, to relatives in a hurry to put the dearly departed to rest.



And from Peter Hannaford, of Kennedy-Hannaford Inc., Oakland, Cal., comes the ad you see here for Berkeley Hills Chapel. Asks Mr. Hannaford: "They're conducting services on the California Zephyr maybe?"

Which Twin Has the Tan . . . or Doesn't She?

We are filled with awe at the transformation that is effected in this young lady by Miss Mantan.

BEFORE MISS MANTAN AFTER MISS MANTAN

". . . an amazing discovery, Protosol . . . tans your complexion without sun or sunlamps," says the copy. "Miss Mantan gives your tired, let-down face a quick 'lift' . . . a tan radiance that lasts for days without touch-up! It blesses your skin with 'night-cream' moisturizing, all night long . . . works under makeup all day."

Apparently it also grows wigs. Cosmetics advertising—I love you.

And No Grimm Fairy Tales, Please

"Your investment money deserves the SERIOUS APPROACH to Mutual Funds," says a recent advertisement by Grimm & Co.

We just hope, in these days of stock prices falling for ten straight days in a row, that their approach isn't forced to become as serious as the name of the company would indicate. Laugh it up a little, fellas! It'll make you and us both feel better!

'A Rose by Any Other Name Would Smell'

At the tv commercial festival this May we found ourselves sitting next to Roger Price of Droodles fame, whose droll commercials extolling the virtues of milk won some sort of prize, or if they didn't, should have.

Turns out he'd just written a book called "What NOT to Name the Baby." Theory of the book is that what you call a person affects his personality. He was kind enough to let us quote from it—so here goes:

Male Names

"ALEXANDER is a con man.

"BARRY asks girls to pick him up at his apartment. When they get there, BARRY . . . says, 'I got hung up . . . haven't had time to take a shower . . . . make yourself at home.' Then . . . he keeps hollering out, 'Hey, how'd you like to wash my back?' This makes the girls sore and they leave. The only one who doesn't leave is VIRGINIA.

"BOMBO likes bananas. If he isn't a chimpanzee, he's in trouble.

"BRUCE: When your sister brings a girl friend home from school, you get the friend a date with BRUCE. He looks okay and won't make trouble.

"CHARLES likes to hang around with his father's friends. He uses dental floss.

"DAVID: When you meet David you think he's a snob, but everyone says he is really just shy. They're wrong. He is a snob.

"ED is active in a veteran's organization and is always telling you what he read in the *Reader's Digest*. Don't argue with Ed. It's a waste of time.

"GORDIE fancies himself as a Make-out Artist. When he goes out with a girl, he always tells the other fellows all the details of what happened. If nothing happened, he lies about it.

"QUASIMODO is a bell ringer, with bad posture.

Female Names

"GLORIA buys drapes.

"HARRIET tells everyone that she is a virgin. No one cares much.

"INGRID has rosy cheeks and big feet.

"JANET was a camp counselor. No one is quite sure whether Janet swings or not. If she does, she's very cool about it.

"LOLITA should get in earlier.

"MIMI: No one can ever remember what Mimi's husband does or what he looks like.

"NANCY lives in a nice suburb and has a nice husband, a nice barbecue pit, a nice den, and a nice station wagon. She . . . is loyal and never cheats. She flirts a little, but she never cheats. Or at least, if she does cheat, no one ever knows about it, which, looking at it from Nancy's point of view, is the same thing."

It makes pretty funny reading—especially at parties, when you look up each other's names. #

CHEVROLET
Year's Best Seller at a Record Breaking Rate!
More people are buying Chevrolets (including Corvairs) than ever before—and Chevrolet's popularity leadership is reaching new, all-time highs! That means the buying's better than ever for you right now. So see your dealer while the choice is wide and the time is right!
CHEVY'S CORVAIR
THE BEST SELLER'S CAR OF THE YEAR!
do us a favor— don't agree with us!

On the Merchandising Front . . .

The Great Retail Puzzlement

By E. B. Weiss

Retailers really know very little about the impact of special brand promotions on *storewide* sales and profit results. And, I might add, manufacturers know even less.

E. B. Weiss

Will electronic data processing furnish the answer? Perhaps.

But meanwhile, every modern retail executive knows that the secret of retail success usually lurks in just one little figure—the average sale. Yes, it's the average total dollars-and-cents of sale per customer that is the critical measurement of retail performance.

Consequently, some retail executives are beginning to look with jaundiced eyes at figures supplied by manufacturers pertaining to brand movement as a result of special promotions. For example, the retailer gives a brand an end display in a self-service outlet. The brand shows a strong increase in volume for the period of the end display.

■ But what the modern merchant is beginning to ask himself is: How much, if any, did that end display for that brand increase the *total* dollars-and-cents of sale per customer in that store that day?

This is now becoming the great retail puzzlement!

Did that end display for that brand simply lead the shopper to substitute one purchase (not necessarily of a competing brand) for another?

Or did that shopper actually spend more *in total* in that store that day—*at least in part* because of that special end display given that brand?

As one store executive puzzling over this problem put it: "We've seen a whale of a lot of statistics on *shelf* measurements. But we have practically nothing on *consumer* measurement."

In brief, what store executives are eager

"GIRL TALK" FOR AD MEN

seventeen magazine HITS ALL-TIME HIGH!

Now on the newsstands and in teen-age girls' hands—the August issue of SEVENTEEN Magazine...the biggest issue in SEVENTEEN history. Advertising linage, the highest ever. (Quite a height for the publication that has captured first place in the space race among monthly magazines for women *for seven successive years!*) And SEVENTEEN's circulation reached an all-time high during the first half of 1960. SEVENTEEN's August-September Back-to-School Promotions attracted more store tie-ins than ever. America's Young Women Under 20 like the way SEVENTEEN speaks their language. Manufacturers, retailers and ad men like the way its "girl talk" makes their *money* talk. 65.2% of SEVENTEEN's 5,100,000 readers have actually bought merchandise from its pages!* **Gilbert Youth Research*

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 · PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: **SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!**

to discover is whether their merchandising and promotional events are really inducing the customer to spend more in the store *per trip* (and even over a number of trips).

■ It may very well be that a precise answer will never be forthcoming. I hate to take that position, because of my constant and unbounded belief in the ability of man eventually to solve almost any problem. Yet it would appear that the final figures involve a penetration of the shopper's mind, the shopper's emotions, in all its infinite variations to a degree that may be impossible to achieve.

But from the viewpoint of the manufacturer's merchandising man this great retail puzzlement, the questioning of the contribution a merchandising-promotional event makes to the *average store ticket*, suggests new forms of studies for trade presentation. Clearly, the older statistical studies, which simply tot up the movement of the promoted brand, are now inadequate as far as the modern retail analyst is concerned.

■ Obviously, the question becomes ever more important as the store units of our giant retailers become larger and carry more diversified inventories. The grave problem in these huge new store units is to bring the average sale up to a level high enough to cover the costs of the larger store, the larger inventory, the larger personnel, etc. And what headquarter executives (and some store managers) now want to know is: What will your promotion, Mr. Manufacturer, contribute to a *larger average ticket* in our stores or store?

It will accomplish little, in attempting to answer that question, simply to point to the IBM figures showing the jump in sales of the promoted brand. As I've indicated, the retailer is beginning to conclude that this is simply putting money into one pocket by taking it out of another pocket. What he wants to find out is: How do we get more sales per customer—*in total*?

Put it this way: The retailer wants to find out whether your promotions represent *additional* volume, or whether they simply involve a form of substitution. One merchant explains it this way: "We are not too impressed by attempts to increase sales of particular products at the expense of other products. We want *plus* purchases and *plus* profits."

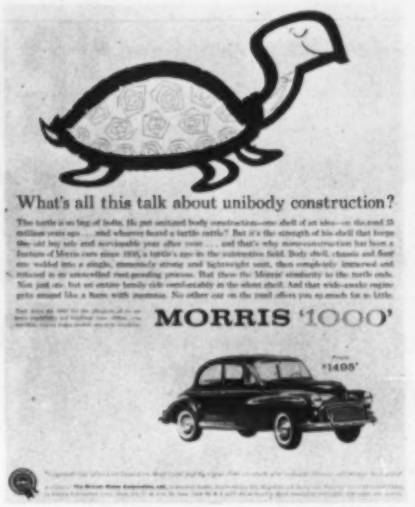
This situation is becoming still more important to many retailers because the number of families per giant store is tending to dwindle. Thus, the food supers find that, in 1960, the number of families per food super unit has dropped drastically as compared with the same figure five years ago.

Clearly, *larger* stores and *smaller* pools of potential store traffic make a rather alarming combination and unless something drastic is done, this combination can only mean a *smaller* average sale. It is no deep secret that in many, if not most, of the giant store units opened by the various chains over the last several years, the average ticket has been disappointing. Among the food chains, this has resulted in the majority of new stores failing to meet planned figures for the first year, and in many instances for the second year, too.

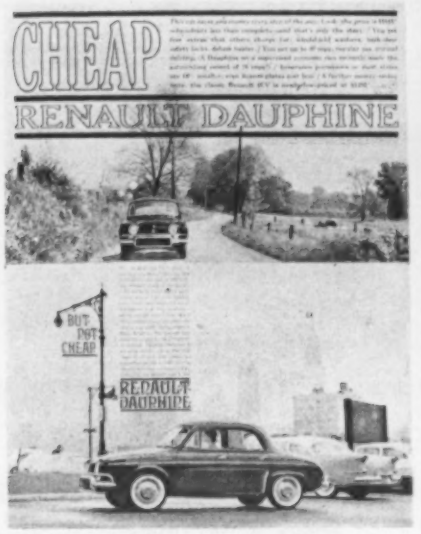
I recall a study made a few years ago by Coca-Cola, and perhaps brought up to date more recently, which apparently proved that, when a food outlet made Coke available for on-the-premises consumption, the customer (refreshed) spent more time in the store per trip, and therefore bought more in the store per trip. I should imagine it would be this kind of study that the new crop of retail analysts would find absorbing.

■ There is little question that electronic data processing is bound to make the retail fraternity more figure-conscious than ever before in retailing's history. Undoubtedly, this deep interest in statistics will lead retailing into more than one quagmire, since figures can mislead as well as lead!

But the more retailers concern themselves with statistics—the more opportunity there will be for manufacturers to develop new types of statistical studies for retail presentations. And, of all these studies, I suspect that the most interesting, to the retailer, will be the study that solves the great puzzlement: How does your brand event add to my average ticket—how does it plus my store-wide sales total? #



HARD TO FOLLOW—*What is gained by this wide-measure style of type setting? David Ogilvy maintains that no measure of type should exceed 40 characters, as a general rule—a principle that is often ignored.*



BADLY CONSTRUCTED—*The typography and makeup of this page violate nearly every rule in the book.*

reason for including ornaments, decorative borders, or odd arrangements of rules, they may well be left out. White type against black or gray backgrounds is usually ineffective because it is almost always hard to read. Type is at best a hindrance to thought transmission, though a necessary instrument of it, and the black-and-white effect simply serves to increase the difficulties of translation. This is also true of type faces such as Old English, and of bizarre forms of hand lettering.

The composition of the body type area in unusual or freak shapes adds nothing to the advertisement. When the type before our eyes is arranged in the form of a circle, a triangle, or a cross, the result is inevitably a drain on our attention. The odd shape may at the start catch our eye, but the discouraging difficulty of translation will overbalance the possible advantage.

Every attempt should be made to conform to reading habits. The type column, for example, should be reasonably narrow, as it is in newspapers and most periodicals. Psychologists have made many tests on this, and they find that legibility and ease of reading become much greater when the lines of type are short. David Ogilvy recommends type measures not wider than 40 characters, and first paragraphs not longer than 12 words.

■ The great rule is simplicity. Too much advertising is "messy" and complex. There's too much in it—too many rules, borders, panels, emblems, frills, and "thingumajigs." And often there is too much display type, the result a hodgepodge of glaring black-face. The effect is not only confusing and difficult of translation; it is also lacking in emphasis. All display is no display. #

EYE STRAIN—*Competent authorities believe that body copy should not be set in reverse. This ad is typical of many, many ads that violate this principle.*

ALMOST UNREADABLE—*Excessively wide type measure, small type in reverse, and excessive use of italic type make this ad almost unreadable.*

Salesense in Advertising . . .

Simplicity: Secret of Good Typography

By James D. Woolf
Creative Consultant

Although competent textbooks and treatises on what constitutes good typography and makeup have been available for a long, long time, I am continuously amazed at how often time-tested principles are violated in printed advertising.

James D. Woolf

Admakers seem often to forget that the mechanical units which make up the physical dress of the advertisement should be regarded chiefly as a carrier or vehicle of thought. Its function is that of presenting the text of the advertisement in simple and inviting form. Printer's type is neither more nor less than a series of alphabetical marks or symbols which form words when grouped together. Hence the primary function of type is that of conveying thought, and the primary requirement is that of clearness and simplicity.

It is true that type faces are designed in certain distinctive forms which give them varying degrees of beauty and personality and that, by skillful use of these forms, distinction may be given to the advertisement; but the first function of type is a purely utilitarian one.

■ It is true also that character may be lent the advertisement by artistic arrangement of the several other physical units that make up the composition. But here again the primary function is a vehicular one. In other words, the first job of the layout is that of making the reader's task of interpretation as easy as possible, of economizing his effort at translating symbols into ideas. This principle is violated to an amazing extent.

One of the most familiar symbols is the lower-case letter; another is the upright or regular face. And yet in much advertising we find solid masses of body copy set entirely in capital letters. Even more frequently we see entire advertisements set in italics. The result is invariably a degree of drain on the reader's attention and a strain on his eyesight that may halt his reading.

The guiding principle should be easy readability. Unless there is a very good

Tips for the Production Man . . .

Here's a Handy Gadget for Producing Raised-Letter Labels

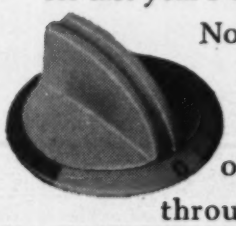
By Kenneth B. Butler

Any advertising and promotion department with a little over 50 bucks left in its budget may be interested in a handy little machine for producing raised-letter labels on self-sticking plastic. The embossed letters are made right on the spot in this machine which is held in one hand.

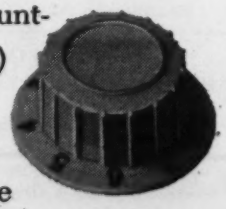
This pitcher is worth a thousand words

Back of this illustration is the story of an 1854 chemical discovery which did not find commercial use until 1939. Now, 21 years and five technical revolutions later, melamine has become a plastic of hitherto undreamed of utility and beauty. Just this Spring, a method was perfected for using a new form of decorative "foil" that permits beautiful decorative patterns to be enduringly molded—not only on flat or gently curved surfaces, but on deep-draw and compound-curved ash trays, pitchers, beer mugs, dial knobs and a host of industrial products.

The implications of this breakthrough are tremendous. Melamine molding powder, with 1959 sales of 60 million pounds, will probably top 100 million within three years. Decorated melamine tableware (now accounting for 72% of melamine tableware sales) will be 20% greater this year than last. Add industrial applications and you get some idea of what's ahead in plastics. For melamine is just one of the more than 25 basic plastics that accounted for last year's 5½-billion-pound production record.



No wonder the makers of tools, dies, motors, machines, and equipment needed to make, mold and finish plastics are seeking a share of this mushrooming market. They reach it through MODERN PLASTICS—the dominant magazine in the field, with more editorial matter, more paid subscribers and more advertising than all other plastics publications combined. Get the complete market—media picture. Write our nearest office for your copy of the MODERN PLASTICS Market and Media Data File.



MODERN PLASTICS

A Breskin Publication—Authority of the Field for 35 Years ABP ABC

Offices: New York, 575 Madison Ave.; Cleveland, 3537 Lee Rd.; Chicago, 620 N. Michigan Ave.; Los Angeles, 6535 Wilshire Blvd.; Atlanta, 1722 Rhodes Haverty Bldg.

The letters are white against your choice of background material color, such as red, black, blue, green, brown, clear, or aluminum.

The tape comes in long rolls which fit in the handle of the tool, magazine-style.

The tool is called the Dymo Mite Tapewriter, and is held in the palm of the hand. A finger movement adjusts a dial to any desired letter, and a gentle press of the handle embosses the letter, until each label is complete when it can be cut off in an attached cutter.

In an advertising office there are many uses for these embossed labels, very special to our business. They can be used for personalizing proposal covers, for name badges at conventions and sales meetings, for identifying items in exhibits, for exhibit boards and educational panels, for visitor welcome signs, cut file identifications, correspondence files, charts, maps, graphs, and hundreds of miscellaneous uses.

■ The variety of available colors permits color coding; even without that, permits the ad planner to "pretty up" his exhibit or chart. The tapes are available with or without adhesive. Each roll of adhesive tapes is 12 ft. in length, and the non-adhesive are 20 ft. long. Tape width is ½ inch.

Information and prices can be secured from the manufacturer, Dymo, 2725 Tenth St., Berkeley 10, Cal. #

Learning from the Retail Ads . . .

Humor Well Used

MEMO

FROM: Pamela Millmoss, beloved circulation manager for the Town Crier.

TO: A beloved Patron Subscriber.

Reminder

Around this date, if we can believe our records (and we admit our records often strain the limits of credulity), your most generous voluntary subscription to the Town Crier expires – or poops out to put it another way.

We hope during the past year you've got your money's worth – from our free Bulletin Board service . . . from our news photos . . . from our modest features such as What's Doing, Small Fry, Book Reviews, Garden Page, etc. . . . even *Under the Oak* – one of the oddest things to come along since the sighting of the Loch Ness monster.

Despite inflation the voluntary Patron subscription price still remains at $1.00.

If you've a dollar handy, or don't mind writing a check, slip either into the enclosed postpaid envelope and mail it to us today.

On behalf of our stockholders and creditors, thankyou. P.M.

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Good humor in business negotiations and advertising is pleasant to come across. In the town of Los Altos, adjoining Los Altos Hills where I live, a shopping center seems to be the principal support of the *Town Crier*, a weekly tabloid distributed free by mail in the area.

It's printed on good stock by an offset process, and unlike most such publications, is relished for its news and editorial comment as much as for its advertising columns.

The publisher has a flair for humor. This extends to his efforts other than enlivening his editorial columns.

Having—in a burst of perhaps inexplicable generosity—sent a dollar a time or so as a voluntary subscription payment to this sheet, I received the reproduced "ad" or "memo" in the mail. It purports to be from Pamela Millmoss, "beloved circulation manager for the *Town Crier*." It is directed to "A beloved Patron Subscriber." (Think of becoming a Patron Subscriber for only a buck!)

I hope you can read the copy. The appeal, it concludes, is made on behalf "of our stockholders and creditors."

In an enormous daily stack of mail, including as many as four or five elaborate identical sales messages from some of our bigger more profligate sellers by mail of records, books, and "culture," it is pleasant to come across a little persiflage in connection with items that aren't world-shaking.

■ Humor used forthrightly is not to be confused with the less sensible device of irrelevant approach in an attempt to seduce readers into an ad or message. I recently read an ad that devoted most of its space and words to a discussion of catnip or liverwurst or something of the sort, in the hope of selling brake drums or desert water bottles or something of the kind. I wish I could remember . . . #

What's Doing on the Legal Front . . .

Idea Piracy Claims by Employes

By Sidney A. Diamond
Member of the New York Bar

The world of marketing has become more or less accustomed to the problem of dealing with the submission of unsolicited ideas and the piracy claims that sometimes follow. General Electric Co. recently found itself in the much more unusual position of having to defend an idea piracy claim by one of its own employes. It happened to be a production idea that led to the lawsuit, but there is an object lesson here that is equally applicable to marketing.

Sidney A. Diamond

The novel feature of this case is that the idea was submitted to General Electric in accordance with an elaborate employe suggestion plan. The prescribed routine was followed, and the idea was formally rejected after consideration by the committee on suggestions. All of this took place back in 1940.

In 1954, General Electric introduced a new method of balancing the armatures of some of the electric motors manufactured in its Fort Wayne, Ind., plant. The balancing weights were inserted from the top, instead of from the end of the armature. This was the very same idea that had been rejected in 1940.

■ The employe, who by that time had some 28 years of service with General Electric, complained that it was his idea that was being used. When this complaint got nowhere, he brought suit on the theory that General Electric had misappropriated the valuable property right represented by the idea he had submitted in 1940. Interestingly enough, he continued to work for the company and, at the time of the trial in 1959, he was still an armature balancer at the Fort Wayne plant.

The principal defense at the trial was that the new method of balancing armatures introduced in 1954 had not been copied from the old-time employe's suggestion, but had been developed independently by another employe in 1953. However, it turned out that this other employe worked in the same building, the same division and the same department; he worked under the same foreman through whom the idea had been submitted to the committee on suggestions in 1940, and, as a foreman in training who later became a motion-time survey specialist, he had access to the files of the department in which copies of employe suggestions were kept.

The case was decided by a jury, which makes it impossible to determine the exact basis for the result. However, one of the great prerogatives of a jury is to believe the testimony of some witnesses and disbelieve others. It also has been said that juries frequently decide cases on the basis of sympathy with one side or the other, and, since a verdict based on sympathy generally can be supported logically on the theory that the jury did not believe certain witnesses, there ordinarily is no way of getting a reversal.

At any rate, this jury brought in a verdict of $5,000 in favor of the employe who had made the original suggestion in 1940. General Electric took an appeal, but lost by a vote of two judges to one. Unless the U. S. Supreme Court accepts the case and reverses the judgment (a rather unusual occurrence), the decision will stand as a precedent.

A subsidiary question in the case was how to determine the damages, assuming the plaintiff was entitled to any. The amount to be awarded also is a question for the jury, but General Electric's appeal attacked this, too, on the ground that there was no basis at all for a $5,000 figure.

The complaining employe himself had testified at the trial about the approximate number of armatures produced in accordance with his balancing method, which he was able to do because he had been working in that very department. He also knew that cost and time studies had been made of the three different models manufactured and that these showed measurable increases in efficiency. Indeed, the piece-work rates of pay for employes on this particular job were reduced after the new method of balancing armatures had been put into use.

General Electric argued that this was insufficient as a basis for calculating any damages, because it failed to show that there was an over-all cost saving to the manufacturer. The cost data were in General Electric's possession, but it failed to offer them in evidence.

The court of appeals was satisfied that some damage had been shown and that the plaintiff had done the best he could, in the absence of General Electric's cost figures, to provide a basis for estimating an amount that would represent the value of his suggestion. Here again, the jury's decision was left undisturbed and the $5,000 price tag for the idea will stand, unless there should be a reversal by the Supreme Court.

■ The dissenting judge of the court of appeals wrote in his opinion that, "if other employes of defendant, without knowledge of plaintiff's earlier suggestion, hit upon the same idea, and defendant adopted same, there would be no liability on the part of the defendant." It should be noted that there is no dispute among the various judges about this statement of a basic legal proposition. What happened in this particular case is that the jury's verdict accepted the factual theory that "defendant must have knowingly misappropriated plaintiff's suggestion made 13 years earlier." #

What They Were Saying 25 Years Ago . . .

Headline in Advertising Age (AA, Aug. 19, '35):

"Kudner Sets Up Own Agency; Has Major Accounts."

Editorial in Advertising Age (AA, Aug. 19, '35):

"One of the brightest spots in the merchandising and advertising situation at present is the farm market. The great increase in purchasing power resulting from the rise in the prices of agricultural commodities, plus the benefit payments to farmers made under the AAA program, have made Mr. Farmer one of the most interesting persons in the country for those who have something to advertise and sell." #

The confidence the people of Greater Philadelphia have in the contents of The Evening and Sunday Bulletin is based on years of close association.

Readers look to this newspaper for more than news and features. They find here the full picture of their community life. In a good many respects, The Bulletin is Philadelphia.

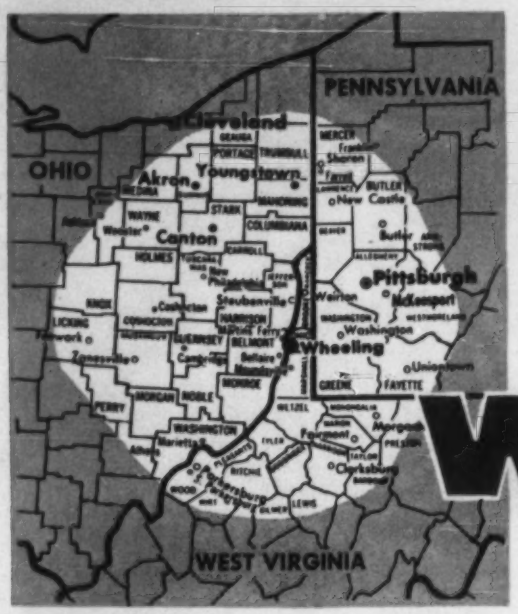
What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices:
New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Boulevard; Detroit 2, New Center Building; Los Angeles 5, 3540 Wilshire Boulevard;
San Francisco 4, 111 Sutter St. **IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN**

Lady Esther Names McNamara

Leo J. McNamara, administrative president of the household products division of Chemway Corp., has been appointed assistant to the president of the Lady Esther division. His initial assignment will be in sales administration.



YOU MISS

1/2

THE SIX BILLION DOLLAR
WHEELING-PITTSBURGH
MARKET WITHOUT

WWVA

CBS RADIO • ONLY 50,000 WATT NETWORK STATION IN AREA

the **STORER** *station backed by 33 years of responsible broadcasting* **CALL BLAIR**

Ad Idea Claimant Starts Examination of Seagram Books

NEW YORK, Aug. 9—An examination of the corporate books of Seagram Distillers Co. was begun last week by the accountant for Robert Leary, a free-lance writer, under a court order granted in March.

Seagram and its subsidiary, Calvert Distillers Co., and two advertising agencies—Ogilvy, Benson & Mather, and Geyer Advertising (since reorganized as Geyer, Morey, Madden & Ballard)—are being sued (AA, April 21, '58) for $2,500,000 damages for alleged theft of an advertising idea by Mr. Leary.

The suit claims that the "three great whiskies" campaign used by Seagram for Lord Calvert whisky originated with Mr. Leary.

Seagram contends that the campaign idea originated in the offices of Ogilvy, Benson & Mather, then agency for Lord Calvert, and also that Mr. Leary's method of submitting ideas to Seagram invalidated any claims to ownership that he might have.

John T. Norton, attorney for Mr. Leary, told ADVERTISING AGE that examination of the Seagram books will cover all phases of advertising and merchandising related to promotion of the "great whiskies" theme to determine the dollar investment in the theme. #

Remington Rand Dissolves PR

Remington Rand, New York, which has undergone some radical changes in its advertising, marketing and sales organization setup over the past six months, has dissolved its public relations department, effective Aug. 15. The company notified its pr staff of the dissolution at a meeting yesterday morning. About 10 people are affected.

Amos Heads C-E Office

L. R. Amos has been appointed head of the Washington office of Campbell-Ewald Co., replacing Ross Lindsay, who has joined Campbell-Ewald's Detroit office as account executive in the merchandising department. Mr. Amos formerly represented the agency in Kansas City.

LIFE

GETS MORE VOTES THAN
POST OR LOOK
(OR ANY MAGAZINE)

WITH ADVERTISERS OF
APPAREL, FOOTWEAR AND ACCESSORIES

(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,959,961
2.	Vogue	2,230,871
3.	McCall's	1,659,361
4.	Seventeen	1,590,902
5.	Sports Illustrated	1,380,076

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	June			January-June		
	1959	1960	% Change	1959	1960	% Change
ABC	$ 8,930,114	$11,948,700	+33.8	$ 61,422,516	$ 76,950,570	+25.3
CBS	21,171,128	22,004,107	+ 3.9	131,747,547	138,292,384	+ 5.0
NBC	17,984,845	18,959,323	+ 5.4	115,481,151	120,992,398	+ 4.8
Total	$48,086,087	$52,912,130	+10.0	$308,651,214	$336,235,352	+ 8.9

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May*	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,004,107	18,959,323	52,912,130

Parts of the Day

	June			January-June		
	1959	1960	% Change	1959	1960	% Change
Daytime	$15,730,417	$15,844,295	+ 0.7	$102,680,012	$100,340,957	— 2.3
Mon.-Fri.	13,808,420	13,644,364	— 1.2	87,605,805	82,841,803	— 5.4
Sat.-Sun.	1,921,997	2,199,931	+14.5	15,074,207	17,499,154	+16.1
Nighttime	32,355,670	37,067,835	+14.6	205,971,202	235,894,395	+14.5
Total	$48,086,087	$52,912,130	+10.0	$308,651,214	$336,235,352	+ 8.9

*May, 1960, figures revised as of Aug. 1, 1960.

New P.O. Order Hits 'Marginal' 2nd Class Books

Statement Ruling May Eliminate Magazines Not Primarily Paid

WASHINGTON, Aug. 9—The Post Office Department adopted a new rule Aug. 2 to require magazines to publish average paid circulation figures once a year, starting Oct. 1, in order to retain second class mailing privileges. The action extends to magazines a requirement long in force for newspapers and news periodicals, and implements a law passed in June.

While denying that the new step constitutes a crackdown, postal officials concede their aim is to reach marginal publications which may no longer be entitled to second class entry. One requirement in the law is that the circulation of second class publications must be "primarily" paid.

This has been interpreted at the Post Office to mean that a majority of the circulation of a second class publication must be paid. A proposal is now pending to require second class publications to maintain a 70% paid average. Magazines are opposing this proposal.

■ Ever since 1912, all second class publications have been required to make public and file with the Post Office sworn statements attesting to ownership and management of each periodical. These statements for newspapers and news periodicals must include paid circulation figures.

The amendment, published in the "Federal Register," "requires that each annual statement of ownership, management and circulation submitted for publication entered as second class mail must include the average number of copies for each issue of the publication sold or distributed through the mail or otherwise distributed to paid subscribers during the preceding 12 months."

The new regulations also restate postal requirements on marking of "paid reading matter," and change the rule covering the penalty for failing to comply with this requirement from a minimum fine of $50 to a fine of "not more than $500."

Text of the restated rule on "paid reading matter": "Editorial or other reading matter contained in publications entered as second-class mail and for the publication of which a valuable consideration is paid, accepted, or promised shall be marked plainly advertisement by the publisher." #

Sea-Land Names Hawkinson

Sea-Land of Puerto Rico, trailership service headquartered at Newark, has named Frank B. Hawkinson, formerly pr director of the Newark Assn. of Commerce and Industry, manager of a new department of sales promotion, advertising and public relations. Mr. Hawkinson will promote a campaign to back Sea-Land's expanded cargo traffic in sea-going trailers under recently doubled sailing schedules. No agency has been named yet.

Sedgwick Joins Fotis

Dan B. Sedgwick, for the past seven years director of merchandising of the Douglas Fir Plywood Assn., has been appointed director of institutional services of George W. Fotis & Associates, New York, management consultant.

Stanley Narus to Mennen

Stanley Narus, formerly with Colgate-Palmolive Co., has joined Mennen Co., Morristown, N. J., as a consumer analyst in the market research department.

A SOUTHERN HABIT FOR 155 YEARS

GRIER'S ALMANAC

Read and Believed in by 7 Generations.

2,300,000 Circulation Audited and Verified by VAC

★ Blankets the South from Virginia to Texas.

★ Reaches over a million RFD Boxholders.

★ Readership is intense and loyal.

Write, wire or phone for rates, closing date and detailed information.

GRIER'S ALMANAC

P. O. Box 1435

Atlanta, Georgia

Van Brunt Retains Beaumont

Van Brunt & Co., New York agency, has retained Lynn Beaumont Associates to handle public relations for the agency and its accounts. Mrs. Beaumont will maintain offices at the agency, and will handle her other public relations clients from there.

Smith/Greenland Adds One

The New York Times has appointed Smith/Greenland Co., New York, as advertising counsel for the grocery products classification.

Use Our Century of Publishing Experience

Cost-conscious publishers from coast to coast have found that the "know-how" gained from a century of publishing our own magazine, *The Nebraska Farmer*, saves them time, money and headaches.

It will pay you to investigate our complete facilities—*including 4-color web offset*—for producing magazines and all other printed materials.

WRITE, WIRE, PHONE

Nebraska Farmer Company

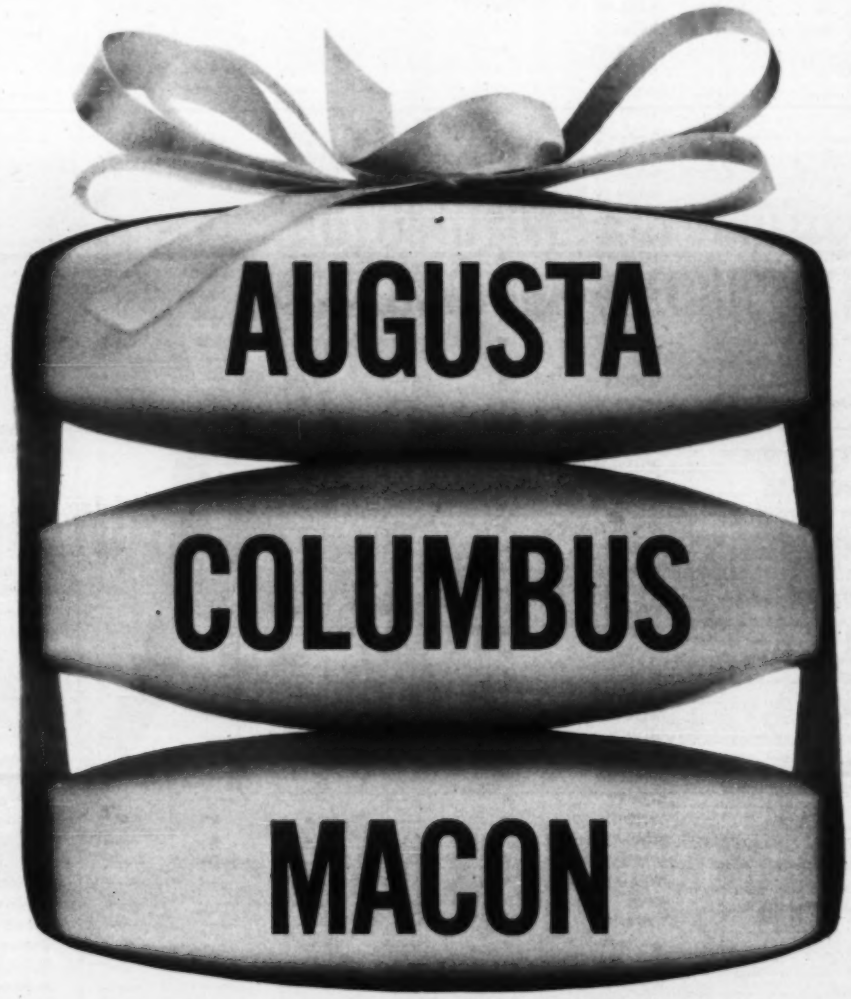
The Midwest's Fastest Growing Printing House
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

package buy:

delivers Georgia's #2 market

You're in solid when you schedule the Georgia Group. For this 3-paper package delivers *4 times* as many homes as any other paper in Georgia's second market . . . Augusta, Columbus and Macon, whose combined metro population is over 650,000. It's one order, one bill, one check when you buy the Georgia Group . . . and *savings up to 17%*.

GEORGIA GROUP



THE **Georgia Group**

AUGUSTA Chronicle and Herald **COLUMBUS** Ledger and Enquirer **MACON** Telegraph and News

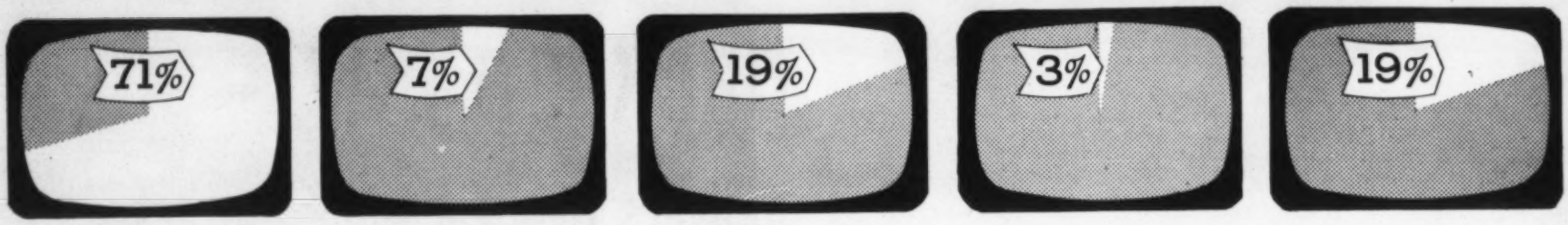
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

U. S. Stations Equipped for Colorcasting

Source: NBC as of June, 1960

Advertising Age presents here a list of U. S. stations which are equipped to carry some form of color programming, either through network feed or local origination. Local origination is indicated by live, film, tape or slide presentation. There are some 104 stations which can carry some form of local color tv. There are 367 stations, of the 520 U. S. total, which can carry a network color show.

As shown by the pie charts below, 71% of all U. S. stations can carry network color; 7% can carry local live; 19%, film; 3%, tape; and 19%, slide. In the last NBC estimate (AA, Nov. 9, '59), 350 stations were equipped for network transmission in color and 109 for local originations as of November, 1959. Round bullets in the table indicate that the station has color in the respective category.



City	Station	Network Transmission	Local Origination: Live	Film	Slide	Tape
		NBC				
Aberdeen, S. D.	KXAB-TV	•	—	—	—	—
Abilene, Tex.	KRBC-TV	•	—	—	—	—
Albany, Ga.	WALB-TV	•	—	—	—	—
Albuquerque	KOB-TV	•	—	—	—	—
Alexandria, La.	KALB-TV	•	—	—	—	—
Alexandria, Minn.	KCMT	•	—	—	—	—
Amarillo	KGNC-TV	•	—	—	—	—
Ardmore, Okla.	KXII-TV	•	—	—	—	—
Atlanta	WSB-TV	•	—	•	•	—
Augusta, Ga.	WJBF	•	—	—	—	—
Austin	KTBC-TV	•	—	—	—	—
Bakersfield, Cal.	KERO-TV	•	—	—	—	—
Baltimore	WBAL-TV	•	—	•	•	—
Bangor, Me.	WLBZ-TV	•	—	—	—	—
Baton Rouge, La.	WBRZ	•	—	—	—	—
Beaumont-Pt. Arthur, Tex.	KPAC-TV	•	—	—	—	—
Billings, Mont.	KGHL-TV	•	—	—	—	—
Binghamton, N. Y.	WINR-TV	•	—	—	—	—
Birmingham	WAPI-TV	•	—	•	•	—
Bismarck, N. D.	KFYR-TV	•	—	—	—	—
Bluefield, W. Va.	WHIS-TV	•	—	—	—	—
Boise, Ida.	KTVB	•	—	—	—	—
Boston	WBZ-TV	•	—	—	—	—
Bristol, Va.-Johnson City, Tenn.	WCYB-TV	•	—	•	•	—
Buffalo	WGR-TV	•	—	—	—	—
Casper, Wyo.	KTWO-TV	•	—	—	—	—
Charleston, S. C.	WUSN-TV	•	—	—	—	—
Charlotte, N. C.	WSOC-TV	•	—	—	—	—
Chattanooga	WRGP-TV	•	—	—	—	—
Cheyenne, Wyo.	KFBC-TV	•	—	—	—	—
Chicago	WNBQ	•	•	•	•	•
Cincinnati	WLW-T	•	•	•	•	•
Clarksburg, W. Va.	WBOY-TV	•	—	—	—	—
Cleveland	KYW-TV	•	—	—	—	—
Columbia, S. C.	WIS-TV	•	—	—	—	—
Columbus, Ga.	WTVM	•	—	—	—	—
Columbus, O.	WLW-C	•	•	—	—	—
Corpus Christi	KRIS-TV	•	—	—	—	—
Davenport	WOC-TV	•	—	—	—	—
Dayton, O.	WLW-D	•	—	—	—	—
Daytona Beach-Orlando	WESH-TV	•	—	—	—	—
Decatur, Ala.	WMSL-TV	•	—	—	—	—
Denver	KOA-TV	•	—	—	—	—
Des Moines	WHO-TV	•	—	•	•	•
Detroit	WWJ-TV	•	—	•	•	—
Duluth, Minn.-Superior, Wisc.	WDSM-TV	•	—	—	—	—
Eau Claire, Wis.	WEAU-TV	•	—	—	—	—
El Dorado, Ark.-Monroe, La.	KTVE	•	—	—	—	—
El Paso	KTSM-TV	•	—	—	—	—
Erie, Pa.	WICU-TV	•	—	—	—	—
Eugene, Ore.	KVAL-TV	•	—	—	—	—
Evansville, Ind.	WFIE-TV	•	—	—	—	—
Fargo, N. D.	WDAY-TV	•	—	—	—	—
Fort Dodge, Ia.	KQTV	•	—	—	—	—
Fort Smith, Ark.	KFSA-TV	•	—	—	—	—
Fort Wayne, Ind.	WKJG-TV	•	—	—	—	—
Fort Worth-Dallas	WBAP-TV	•	•	•	•	•
Fresno, Cal.	KMJ-TV	•	—	•	•	—
Grand Rapids, Mich.	WOOD-TV	•	—	—	—	—
Great Bend, Kan.	KCKT-TV	•	—	—	—	—
Garden City, Kan. (S)	KGLD-TV	•	—	—	—	—
McCook, Neb. (S)	KOMC-TV	•	—	—	—	—
Green Bay, Wis.	WFRV-TV	•	—	—	—	—
Greenville-Spartanburg	WFBC-TV	•	—	—	—	—
Harrisonburg, Va.	WSVA-TV	•	—	—	—	—
Hartford-New Britain	WHNB-TV	•	—	—	—	—
Hastings-Kearney, Neb.	KHAS-TV	•	—	—	—	—
Hattiesburg-Laurel, Miss.	WDAM-TV	•	—	—	—	—
Houston	KPRC-TV	•	—	•	•	—
Huntington-Charleston, W. Va.	WSAZ-TV	•	•	•	•	—
Indianapolis	WFBM-TV	•	•	•	•	•
Jackson, Miss.	WLBT	•	—	—	—	—
Jacksonville, Fla.	WFGA-TV	•	•	•	•	—
Johnstown, Pa.	WJAC-TV	•	•	•	•	—
Kansas City	WDAF-TV	•	—	•	•	—
Knoxville	WATE-TV	•	—	—	—	—
Lake Charles, La.	KPLC-TV	•	—	—	—	—
Lancaster-Harrisburg-York, Pa.	WGAL-TV	—	•	•	•	—
Lansing-Onondaga, Mich.	WILX-TV	•	—	—	—	—
Laredo, Tex.	KGNS-TV	•	—	—	—	—
Las Vegas-Henderson	KLRJ-TV	•	—	—	—	—
Lexington	WLEX-TV	•	—	—	—	—
Lima, O.	WIMA-TV	•	—	—	—	—
Little Rock	KARK-TV	•	—	—	—	—
Los Angeles	KRCA	•	•	•	•	•
Louisville	WAVE-TV	•	—	—	—	—
Lubbock, Tex.	KCBD-TV	•	—	—	—	—
Lufkin, Tex.	KTRE-TV	•	—	—	—	—
Macon, Ga.	WMAZ-TV	•	—	—	—	—
Madison, Wis.	WMTV	•	—	—	—	—
Memphis	WMCT	•	—	—	—	—
Meridian, Miss.	WTOK-TV	•	—	—	—	—
Miami	WCKT	•	—	•	•	—
Midland-Odessa, Tex.	KMID-TV	•	—	—	—	—
Milwaukee	WTMJ-TV	•	•	•	•	—
Minneapolis-St. Paul	KSTP-TV	•	—	•	•	•
Mobile, Ala.-Pensacola, Fla.	WALA-TV	•	—	—	—	—
Montgomery, Ala.	WSFA-TV	•	—	—	—	—
Muncie, Ind.	WLBC-TV	•	—	—	—	—
Nashville	WSM-TV	•	—	•	•	—
New Orleans	WDSU-TV	•	•	•	•	—
New York	WNBC-TV	•	•	•	•	•
Norfolk, Va.	WAVY-TV	•	—	•	•	•
North Platte, Neb.	KNOP-TV	•	—	—	—	—
Oklahoma City	WKY-TV	•	•	•	•	—
Omaha	KMTV	•	•	•	•	—
Ottumwa, Ia.-Kirksville, Mo.	KTVO	•	—	—	—	—
Paducah, Ky.	WPSD-TV	•	—	—	—	—
Palm Beach, Fla.	WPTV	•	—	—	—	—
Parkersburg, W. Va.	WTAP-TV	•	—	—	—	—
Peoria, Ill.	WEEK-TV	•	—	—	—	—
La Salle, Ill. (S)	WEEQ-TV	•	—	—	—	—
Philadelphia	WRCV-TV	•	•	•	•	•
Phoenix-Mesa	KVAR	•	—	—	—	—
Pittsburg, Kan.-Joplin, Mo.	KOAM-TV	•	—	—	—	—
Pittsburgh	WIIC	•	—	—	—	—
Plattsburgh, N. Y.-Burlington, Vt.	WPTZ	•	—	—	—	—
Pocatello, Ida.	KTLE	•	—	—	—	—
Portland, Me.	WCSH-TV	•	—	—	—	—
Portland, Ore.	KGW-TV	•	•	•	•	—
Providence	WJAR-TV	•	—	—	—	—
Pueblo-Colorado Springs, Colo.	KCSJ-TV	•	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	•	—	•	•	—
Raleigh-Durham, N. C.	WRAL-TV	•	—	•	•	—
Redding, Cal.	KVIP-TV	•	—	—	—	—
Reno	KOLO-TV	•	—	—	—	—
Richmond-Petersburg, Va.	WXEX-TV	•	—	•	•	—
Roanoke, Va.	WSLS-TV	•	—	•	•	—
Rochester, Minn.	KROC-TV	•	—	—	—	—
Rochester, N. Y.	WROC-TV	•	—	—	—	—
Rockford, Ill.	WTVO	•	—	—	—	—
Roswell, N. M.	KSWS-TV	•	—	—	—	—
Sacramento	KCRA-TV	•	—	•	•	—
Saginaw-Bay City, Mich.	WNEM-TV	•	—	•	•	—
Salinas-Monterey, Cal.	KSBW-TV	•	—	—	—	—
Salt Lake City	KCPX-TV	•	—	•	•	—
San Antonio	WOAI-TV	•	•	•	•	—
San Diego	KFSD-TV	•	—	•	•	—
San Francisco	KRON-TV	•	•	•	•	—
Santa Barbara, Cal.	KEY-T	•	—	—	—	—
Savannah	WSAV-TV	•	—	—	—	—
Schenectady	WRGB	•	—	•	•	—
Seattle-Tacoma	KING-TV	•	—	•	•	—
Shreveport, La.	KTBS-TV	•	—	—	—	—

City	Station	Network Transmission	Local Origination: Live	Film	Slide	Tape
Sioux City, Ia.	KTIV	•	—	—	—	—
Sioux Falls, S. D.	KSOO-TV	•	—	—	—	—
South Bend-Elkhart	WNDU-TV	•	—	—	—	—
Spokane	KHQ-TV	•	•	•	•	—
Springfield-Decatur, Ill.	WICS	•	—	—	—	—
Champaign-Urbana (S)	WCHU	•	—	—	—	—
Springfield-Holyoke, Mass.	WWLP	•	—	—	•	—
Greenfield, Mass. (S)	WRLP	•	—	—	—	—
Springfield, Mo.	KYTV	•	—	—	—	—
St. Louis	KSD-TV	•	—	•	•	—
Syracuse, N. Y.	WSYR-TV	•	—	•	•	—
Elmira, N. Y. (S)	WSYE-TV	•	—	—	—	—
Tampa-St. Petersburg	WFLA-TV	•	—	•	•	—
Temple-Waco, Tex.	KCEN-TV	•	—	—	—	—
Traverse City, Mich.	WPBN-TV	•	—	—	—	—
Tucson	KVOA-TV	•	—	—	—	—
Tulsa	KVOO-TV	•	—	•	•	—
Tyler, Tex.	KLTV	•	—	—	—	—
Utica, N. Y.	WKTV	•	—	—	—	—
Washington	WRC-TV	•	•	•	•	—
Washington-Greenville, N. C.	WITN	•	—	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	•	—	—	—	—
Wausau, Wis.	WSAU-TV	•	—	—	—	—
Wheeling, W. Va.	WTRF-TV	•	—	—	—	—
Wichita	KARD-TV	•	•	•	•	—
Wichita Falls, Tex.	KFDX-TV	•	—	•	•	—
Wilkes Barre-Scranton	WBRE-TV	•	•	•	•	—
Wilmington, N. C.	WECT	•	—	—	—	—
Winston Salem-Greensboro, N. C.	WSJS-TV	•	—	—	—	—
Yakima, Wash.	KIMA-TV	•	—	—	—	—
Ephrata, Wash. (S)	KBAS-TV	•	—	—	—	—
Lewiston, Ida. (S)	KLEW-TV	•	—	—	—	—
Pasco, Wash. (S)	KEPR-TV	•	—	—	—	—
Youngstown, O.	WFMJ-TV	•	—	—	—	—
Yuma, Ariz.-El Centro, Cal.	KIVA	•	—	—	—	—
Zanesville, O.	WHIZ-TV	•	—	—	—	—

CBS

City	Station	Network Transmission	Local Origination: Live	Film	Slide	Tape
Albuquerque	KGGM-TV	•	—	—	—	—
Altoona, Pa.	WFBG-TV	•	—	—	—	—
Atlanta	WAGA-TV	•	—	•	•	—
Austin	KTBC-TV	•	—	—	—	—
Baltimore	WMAR-TV	•	—	•	•	—
Bangor, Me.	WABI-TV	•	—	—	—	—
Beaumont, Tex.	KFDM-TV	•	—	—	—	—
Binghamton, N. Y.	WNBF-TV	•	—	—	—	—
Birmingham	WBRC-TV	•	—	—	—	—
Boise, Ida.	KBOI-TV	•	—	—	—	—
Boston	WNAC-TV	•	—	—	—	—
Buffalo	WBEN-TV	•	•	•	•	—
Burlington, Vt.	WCAX-TV	•	—	—	—	—
Cape Girardeau, Mo.	KFVS-TV	•	—	—	—	—
Casper, Wyo.	KTWO-TV	•	—	—	—	—
Cedar Rapids-Waterloo, Ia.	WMT-TV	•	—	—	—	—
Champaign, Ill.	WCIA	•	—	—	—	—
Charleston, S. C.	WCSC-TV	•	—	—	—	—
Charlotte, N. C.	WBTV	•	•	•	•	•
Chattanooga	WDEF-TV	•	—	—	—	—
Cheyenne, Wyo.	KFBC-TV	•	—	—	—	—
Chicago	WBBM-TV	•	—	—	—	—
Chico, Cal.	KHSL-TV	•	—	—	—	—
Cincinnati	WKRC-TV	•	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	•	—	—	—	—
Cleveland	WJW-TV*	•	—	—	—	—
Columbia, S. C.	WNOK-TV	•	—	—	—	—
Columbus, Ga.	WRBL-TV	•	—	—	—	—

LIFE

GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF
AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT
(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$12,545,935
2.	Saturday Evening Post	11,218,066
3.	Look	4,971,213
4.	Time	4,691,642
5.	Reader's Digest	2,760,500

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

U.S. Stations Equipped for Colorcasting

City	Station	Network Transmission	Local Origination: Live	Film	Slide	Tape
Columbus, O.	WBNS-TV*	•	—	—	—	—
Corpus Christi	KZTV	•	—	—	—	—
Dallas	KRLD-TV	•	—	•	•	—
Dayton, O.	WHIO-TV	•	—	—	—	—
Decatur, Ala.	WMSL-TV	•	—	—	—	—
Denver	KLZ-TV	•	—	—	—	—
Des Moines	KRNT-TV	•	—	—	—	—
Detroit	WJBK-TV	•	•	•	•	—
Duluth, Minn.	KDAL-TV	•	—	—	—	—
Durham, N. C.	WTVD	•	—	—	—	—
El Paso, Tex.	KROD-TV	•	—	—	—	—
Erie, Pa.	WSEE	•	—	—	—	—
Eureka, Cal.	KIEM-TV	•	—	—	—	—
Evansville, Ind.	WEHT	•	—	—	—	—
Florence, S. C.	WBTW	•	—	—	—	—
Ft. Smith, Ark.	KFSA-TV	•	—	—	—	—
Ft. Wayne, Ind.	WANE-TV	•	—	—	—	—
Fresno, Cal.	KFRE-TV	•	—	—	—	—
Goodland, Kan.	KBLR-TV	•	—	—	—	—
Green Bay, Wis.	WBAY-TV	•	—	—	—	—
Greensboro-Winston-Salem	WFMY-TV	•	—	—	—	—
Greenville, N. C.	WNCT	•	—	—	—	—
Harrisburg, Pa.	WHP-TV	•	—	—	—	—
Harrisonburg, Va.	WSVA-TV	•	—	—	—	—
Hartford	WTIC-TV	•	—	—	—	—
Houston	KHOU-TV	•	—	—	—	—
Huntington-Charleston, W. Va.	WHTN-TV*	•	—	—	—	—
Indianapolis	WISH-TV	•	—	•	•	—
Jackson, Miss.	WJTV	•	—	•	•	—
Jacksonville, Fla.	WJXT	•	—	—	—	—
Joplin, Mo.	KODE-TV	•	—	—	—	—
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	•	—	•	•	—
Kansas City, Mo.	KCMO-TV	•	•	•	•	—
Kearney, Neb.	KHOL-TV	•	—	—	—	—
Hayes Center, Neb. (S)	KHPL-TV	•	—	—	—	—
Knoxville, Tenn.	WBIR-TV	•	—	—	—	—
Lafayette, La.	KLFY-TV*	•	—	—	—	—
Lancaster, Pa.	WGAL-TV	—	•	•	•	—
Lansing, Mich.	WJIM-TV	•	—	—	—	—
Laredo, Tex.	KGNS-TV	•	—	—	—	—
Las Vegas	KLAS-TV	•	—	—	—	—
Little Rock-Pine Bluff, Ark.	KTHV	•	—	—	—	—
Los Angeles	KNXT	•	—	•	•	—
Louisville	WHAS-TV	•	—	—	—	—
Lubbock, Tex.	KDUB-TV	•	—	•	•	—
Big Spring, Tex. (S)	KEDY-TV	•	—	•	•	—
Lufkin, Tex.	KTRE-TV	•	—	—	—	—
Macon, Ga.	WMAZ-TV	•	—	—	—	—
Madison, Wis.	WISC-TV	•	—	•	•	—
Mason City, Ia.	KGLO-TV	•	—	—	—	—
Memphis	WREC-TV	•	—	—	—	—
Meridian, Miss.	WTOK-TV	•	—	—	—	—
Miami	WTVJ	•	•	•	•	—
Milwaukee	WITI-TV	•	—	—	—	—
Minneapolis	WCCO-TV	•	•	—	—	—
Mobile, Ala.	WKRG-TV	•	—	—	—	—
Monroe, La.	KNOE-TV	•	—	—	—	—
Montgomery, Ala.	WCOV-TV	•	—	—	—	—
Nashville	WLAC-TV	•	—	—	—	—
New Orleans	WWL-TV	•	—	•	•	—
New York	WCBS-TV	•	•	•	•	•
Norfolk, Va.	WTAR-TV	•	—	•	•	—
Oak Hill, W. Va.	WOAY-TV	•	—	—	—	—
Oklahoma City	KWTV	•	—	—	—	—
Omaha	WOW-TV	•	—	—	—	—
Orlando, Fla.	WDBO	•	—	—	—	—
Ottumwa, Ia.	KTVO	•	—	—	—	—
Parkersburg, W. Va.	WTAP-TV	•	—	—	—	—
Peoria, Ill.	WMBD-TV	•	—	—	—	—
Philadelphia	WCAU-TV	•	—	•	•	—
Phoenix	KOOL-TV	•	—	•	•	—
Pittsburgh	KDKA-TV	•	—	—	—	—
Portland, Me.	WGAN-TV	•	—	—	—	—
Portland, Ore.	KOIN-TV	•	—	—	—	—
Providence	WPRO-TV	•	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	KHQA-TV	•	—	—	—	—
Reno	KOLO-TV	•	—	—	—	—
Richmond	WTVR	•	—	•	•	—
Roanoke, Va.	WDBJ-TV	•	—	•	•	—
Rochester, N. Y.	WHEC-TV	•	—	—	—	—
Rochester, N. Y.	WVET-TV	•	—	•	•	—
Rockford, Ill.	WREX-TV	•	—	•	•	—
Rock Island, Ill.-Davenport, Ia.	WHBF-TV	•	—	—	—	—
Roswell, N. M.	KSWS-TV	•	—	—	—	—
Sacramento	KXTV	•	—	•	•	—
Saginaw, Mich.	WKNX-TV	•	—	—	—	—
St. Louis	KMOX-TV*	•	—	—	—	—
Salinas-Monterey, Cal.	KSBW-TV	•	—	—	—	—
Salt Lake City	KSL-TV	•	—	—	—	—
San Antonio	KENS-TV	•	—	—	—	—
San Diego	KFMB-TV	•	—	—	—	—
San Francisco	KPIX	•	—	•	•	—
Savannah	WTOC-TV	•	—	—	—	—
Scranton, Pa.	WDAU-TV	•	—	—	—	—
Seattle	KIRO-TV	•	—	•	•	—
Shreveport, La.	KSLA-TV*	•	—	•	•	—
Sioux City, Ia.	KVTV	•	—	—	—	—
Sioux Falls, S. D.	KELO-TV	•	—	—	—	—
South Bend	WSBT-TV	•	—	—	—	—
Spartanburg-Greenville, S. C.	WSPA-TV	•	—	—	—	—
Spokane	KXLY-TV	•	—	—	—	—
Springfield, Mo.	KTTS-TV	•	—	—	—	—
Steubenville, O.-Wheeling, W. Va.	WSTV-TV	•	—	—	—	—
Sweetwater-Abilene, Tex.	KPAR-TV	•	—	•	•	—
Syracuse	WHEN-TV	•	—	—	—	—
Tallahassee, Fla.-Thomasville, Ga.	WCTV	•	—	—	—	—
Tampa	WTVT	•	—	•	•	—
Terre Haute, Ind.	WTHI-TV	•	—	—	—	—
Texarkana	KCMC-TV	•	—	—	—	—
Toledo	WTOL-TV	•	—	—	—	—
Topeka	WIBW-TV	•	—	—	—	—
Tucson	KOLD-TV	•	—	—	—	—
Tulsa	KOTV	•	—	—	—	—
Valley City, N. D.	KXJB-TV	•	—	•	•	—
Waco, Tex.	KWTX-TV	•	—	—	—	—
Washington	WTOP-TV	•	—	•	•	—
Wausau, Wis.	WSAU-TV	•	—	—	—	—
Wichita Falls, Tex.	KSYD-TV*	•	—	—	—	—
Wichita-Hutchinson, Kan.	KTVH	•	—	—	—	—
Yakima, Wash.	KIMA-TV	•	—	—	—	—
Ephrata, Wash. (S)	KBAS-TV	•	—	—	—	—
Lewiston, Ida. (S)	KLEW-TV	•	—	—	—	—
Pasco, Wash. (S)	KEPR-TV	•	—	—	—	—
Youngstown, O.	WKBN-TV	•	—	—	—	—
Yuma, Ariz.	KIVA-TV	•	—	—	—	—
ABC						
Aberdeen, S. D.	KXAB-TV	•	—	—	—	—
Ada, Okla.	KTEN	•	—	—	—	—
Albany, Ga.	WALB-TV	•	—	—	—	—
Altoona, Pa.	WFBG-TV	•	—	—	—	—
Asheville, N. C.-Greenville-Spartanburg, S. C.	WLOS-TV	•	—	—	—	—
Augusta, Ga.	WJBF	•	—	—	—	—
Austin	KTBC-TV	•	—	—	—	—
Baltimore	WJZ-TV*	—	•	—	—	—
Bangor, Me.	WABI-TV	•	—	—	—	—
Baton Rouge, La.	WBRZ*	•	—	—	—	—
Beaumont, Tex.	KFDM-TV	•	—	—	—	—
Binghamton, N. Y.	WNBF-TV	•	—	—	—	—
Birmingham	WAPI-TV	•	—	•	•	—
Birmingham	WBRC-TV	•	—	—	—	—
Bismarck, N. D.	KFYR-TV	•	—	—	—	—
Boise, Ida.	KTVB	•	—	—	—	—
Boston	WHDH-TV	•	•	•	•	•
Bristol, Va.-Johnson City, Tenn.	WCYB-TV	•	—	•	•	—
Buffalo	WKBW-TV	•	—	—	—	—
Casper, Wyo.	KTWO-TV	•	—	—	—	—
Charleston, S. C.	WCSC-TV	•	—	—	—	—
Charleston, W. Va.	WCHS-TV	•	—	—	—	—
Charlotte, N. C.	WSOC-TV	•	—	—	—	—
Cheyenne, Wyo.	KFBC-TV	•	—	—	—	—
Chico, Cal.	KHSL-TV	•	—	—	—	—
Cincinnati	WCPO-TV	•	—	—	—	—
Cleveland	WEWS	•	—	—	—	—
Colorado Springs	KRDO-TV	•	—	—	—	—
Columbia, S. C.	WIS-TV*	•	—	—	—	—
Columbus, Ga.	WRBL-TV	•	—	—	—	—
Corpus Christi	KRIS-TV	•	—	—	—	—
Corpus Christi	KZTV	•	—	—	—	—
Dallas-Fort Worth	WFAA-TV	•	—	•	•	—
Dayton, O.	WLW-D	•	—	—	—	—
Des Moines	WOI-TV	•	—	—	—	—
Duluth, Minn.-Superior, Wis.	WDSM-TV	•	—	—	—	—
Durham-Raleigh, N. C.	WTVD	•	—	—	—	—
Eau Claire, Wis.	WEAU-TV	•	—	—	—	—
Erie, Pa.	WICU-TV	•	—	—	—	—
Eureka, Cal.	KIEM-TV	•	—	—	—	—
Evansville, Ind.	WTVW	•	—	•	•	—
Flint, Mich.	WJRT	•	—	—	—	—
Florence, S. C.	WBTW	•	—	—	—	—
Fresno	KJEO-TV	•	•	—	—	—
Green Bay-Marinette, Wis.	WLUK-TV	•	—	—	—	—
Greensboro, N. C.	WFMY-TV	•	—	—	—	—
Greenville, N. C.	WNCT	•	—	—	—	—
Harrisburg, Pa.	WTPA	•	—	—	—	—
Harrisonburg, Va.	WSVA-TV	•	—	—	—	—
Hastings, Neb.	KHAS-TV	•	—	—	—	—
Hattiesburg, Miss.	WDAM-TV	•	—	—	—	—
Honolulu	KHVH-TV	•	—	•	•	—
Houston	KTRK-TV	•	—	•	•	—
Indianapolis	WLW-I	•	—	•	•	—
Jackson, Miss.	WLBT	•	—	—	—	—
Jacksonville, Fla.	WFGA-TV	•	•	•	•	—
Joplin, Mo.	KODE-TV	•	—	—	—	—
Kalamazoo	WKZO-TV	•	—	•	•	—
Kansas City, Mo.	KMBC-TV	•	—	—	—	—
Kearney, Neb.	KHOL-TV	•	—	—	—	—
Lake Charles, La.	KPLC-TV	•	—	—	—	—
Lawton, Okla.	KSWO-TV	•	—	—	—	—
Lebanon, Pa.	WLYH-TV*	•	—	—	—	—
Lexington, Ky.	WLEX-TV	•	—	—	—	—
Lima, O.	WIMA-TV	•	—	—	—	—
Louisville	WAVE-TV	•	—	—	—	—
Lubbock, Tex.	KCBD-TV	•	—	—	—	—
Macon, Ga.	WMAZ-TV	•	—	—	—	—
Madison, Wis.	WKOW-TV	•	—	—	—	—
Meridian, Miss.	WTOK-TV	•	—	—	—	—
Miami	WPST-TV	•	—	—	—	—
Milwaukee	WISN-TV	—	—	•	•	—
Monroe, La.	KNOE-TV	•	—	—	—	—
Montgomery, Ala.	WSFA-TV	•	—	—	—	—
Muncie, Ind.	WLBC-TV	•	—	—	—	—
New Haven	WNHC-TV	•	—	•	•	—
Norfolk, Va.	WVEC-TV	•	—	—	—	—
Oklahoma City-Enid, Okla.	KOCO-TV	•	—	—	—	—
Omaha	KETV	•	—	—	—	—

City	Station	Network Transmission	Local Origination: Live	Film	Slide	Tape
Parkersburg, W. Va.	WTAP-TV	•	—	—	—	—
Peoria, Ill.	WTVH	•	—	—	—	—
Philadelphia	WFIL-TV	•	•	•	•	—
Phoenix	KTVK*	—	—	•	•	—
Pittsburg, Kan.	KOAM-TV	•	—	—	—	—
Pittsburgh, Pa.	WTAE	•	—	—	—	—
Plattsburgh, N. Y.-Burlington, Vt.	WPTZ	•	—	—	—	—
Providence	WJAR-TV	•	—	—	—	—
Quincy, Ill.	WGEM-TV	•	—	•	•	—
Quincy, Ill.-Hannibal, Mo.	KHQA-TV	•	—	—	—	—
Redding, Cal.	KVIP-TV	•	—	—	—	—
Reno	KOLO-TV	•	—	—	—	—
Richmond	WRVA-TV	•	—	—	—	—
Rochester, N. Y.	WVET-TV	•	—	•	•	—
Rochester, N. Y.	WHEC-TV	•	—	—	—	—
Rochester, N. Y.	WROC-TV	•	—	—	—	—
Rockford, Ill.	WREX-TV	•	—	•	•	—
Rock Island, Ill.	WHBF-TV	•	—	—	—	—
Roswell, N. M.	KSWS-TV	•	—	—	—	—
Sacramento-Stockton, Cal.	KOVR*	•	—	—	—	—
Salinas, Cal.	KSBW-TV	•	—	—	—	—
Salt Lake City	KUTV*	•	—	—	—	—
San Antonio	KONO-TV	•	—	—	—	—
San Diego, Cal.-Tijuana, Mex.	XETV	•	—	—	—	—
San Jose, Cal.	KNTV	•	—	—	—	—
Santa Barbara, Cal.	KEY-TV	•	—	—	—	—
Savannah	WTOC-TV	•	—	—	—	—
Scranton-Wilkes Barre	WNEP-TV	•	—	—	—	—
Seattle	KOMO-TV*	•	•	•	•	—
Shreveport, La.	KSLA-TV	•	—	—	—	—
Shreveport, La.	KTBS-TV	•	—	—	—	—
Sioux City, Ia.	KTIV	•	—	—	—	—
Sioux City, Ia.	KVTV	•	—	—	—	—
Sioux Falls, S. D.	KELO-TV	•	—	—	—	—
Spokane	KREM-TV	•	—	•	•	—
Springfield, Mo.	KYTV	•	—	—	—	—
Steubenville, O.	WSTV-TV	•	—	—	—	—
Syracuse, N. Y.	WHEN-TV	•	—	—	—	—
Syracuse, N. Y.	WSYR-TV	•	—	•	•	—
Terre Haute, Ind.	WTHI-TV	•	—	—	—	—
Texarkana	KCMC-TV	•	—	—	—	—
Thomasville, Ga.-Tallahassee, Fla.	WCTV	•	—	—	—	—
Toledo	WSPD-TV	•	—	—	—	—
Traverse City, Mich.	WPBN-TV	•	—	—	—	—
Tucson	KGUN-TV*	•	—	•	•	—
Tyler, Tex.	KLTV	•	—	—	—	—
Utica, N. Y.	WKTV	•	—	—	—	—
Waco, Tex.	KWTX-TV	•	—	—	—	—
Wausau, Wis.	WSAU-TV	•	—	—	—	—
Wichita, Kan.	KAKE-TV	•	—	—	—	—
Hays, Kan. (S)	KAYS-TV	•	—	—	—	—
Wichita Falls, Tex.	KFDX-TV	•	—	•	•	—
Wilmington, N. C.	WECT	•	—	—	—	—

Kluge Predicts Metropolitan to Score '60 Gain

SAN FRANCISCO, Aug. 9—John W. Kluge, chairman and president of Metropolitan Broadcasting Corp., took the occasion of a speaking appearance before the San Francisco Security Analysts Society here last week to report on how well his company is doing financially.

Mr. Kluge predicted that Metropolitan, which is active in radio, tv and outdoor advertising, will gross more than $40,000,000 this year and $60,000,000 next year. He said much of the gain would come from the San Francisco-based Foster & Kleiser outdoor advertising company, acquired by Metropolitan in March. This, he said, is Metropolitan's most profitable division.

Sales for the first half of 1960 totaled $19,177,895, for a net income of $747,924, Mr. Kluge pointed out. This compares with $8,074,896 in sales and $1,004,252 in earnings for the first six months of 1959. Earnings in that period were boosted by a loss carry-forward, while rising operational costs and acquisitions made this year cut into the '60 earnings, he explained.

The broadcasting division of Metropolitan includes WNEW and WNEW-TV, New York; WTTG-TV, Washington; WTVH, Peoria; KOVR-TV, Stockton, Cal.; WHK, Cleveland, and WIP, Philadelphia. Applications are pending for the purchase of WTVP-TV, Decatur, Ill., and World Wide Broadcasting System, operator of the short wave station, WRUL. #

Wear-Ever Names Vogt

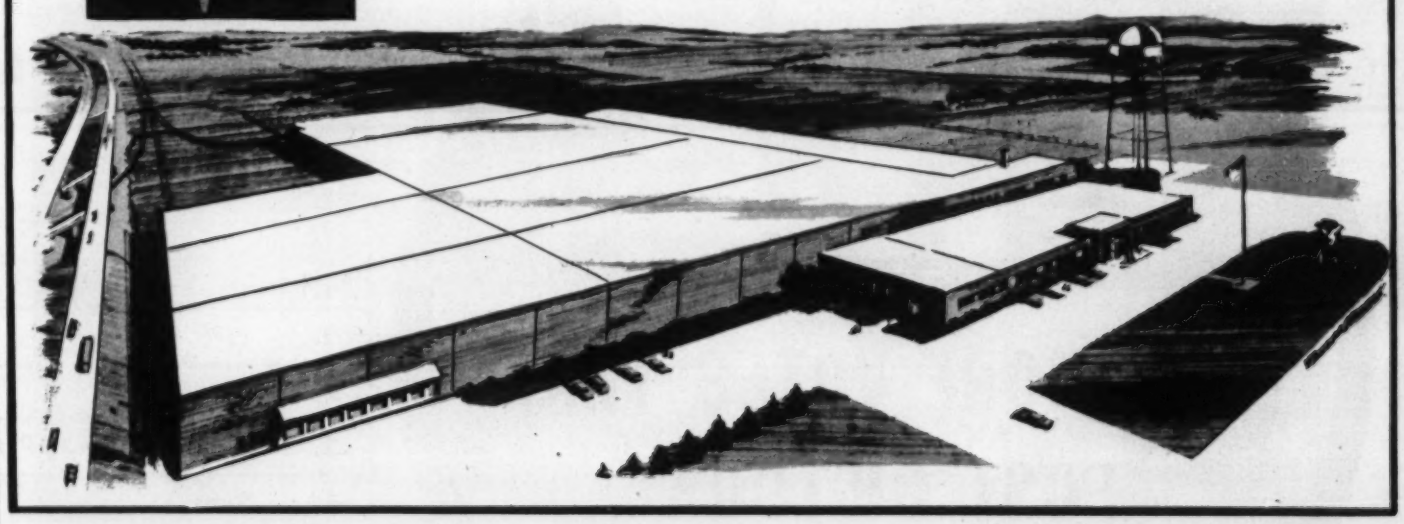
Wear-Ever Aluminum Inc., New Kensington, Pa., has appointed Robert H. Vogt advertising and public relations manager, succeeding W. P. Benghauser, who was named merchandising manager. Mr. Vogt has been public relations manager since 1957. The company also appointed two assistant merchandising managers: H. R. Downey, formerly a sales promotion supervisor, and W. F. Bimson, formerly specialty sales promotion coordinator.

Gay Buys 3 Stations

Connie B. Gay, president of Country Music Assn., has purchased three broadcasting properties, KFEQ and KFEQ-TV, St. Joseph, Mo., and KLIK, Jefferson City, Mo., subject to Federal Communications Commission approval. Total price was $1,850,000, Mr. Gay reported.

Richard Waxenberg, President, Eagle Food Centers, and President, Supermarket Institute says:

"Eagle Food Centers doubles warehouse in the Quad-Cities - Now has 35 stores, 1600 employees, $58 million sales!"



Above: **The new Eagle Food Centers warehouse adjacent to the Quad-Cities — a 332,750 square foot building that covers 7½ acres under one roof. Handling of grocery items is completely mechanized to move in and out the 650,000 cases of merchandise that can be accomodated in the grocery section alone.**

QUAD-CITIES IS HEADQUARTERS FOR EAGLE

The first Eagle Supermarket opened in 1921 and was located in East Moline, one of the Quad-Cities. Favored by the continuing community prosperity and population growth, the store rapidly prospered. The astute management of Eagle soon established stores in all of the Quad-Cities. Now with **20 outlets in this metropolitan area,** from its headquarters and warehouse south of Rock Island, Eagle services it entire chain of 35 stores located in Iowa and Illinois. A fleet of 45 semi-trailers and nineteen tractors plus other company vehicles is maintained to do the job.

EXPANDS INTO CHICAGO AREA AND IOWA

About one year ago an Eagle Food Center opened in Chicago. Rapid acceptance of Eagle-style merchandising and food values encouraged the opening of four more within 18 months, and by 1962 they expect to have 20 outlets in the Chicago area.

The leading population centers in Eastern Iowa are served through another 10 stores in Cedar Rapids, Waterloo, Dubuque, Burlington, and Clinton. Additional Iowa openings are planned in the next 6 months.

ANTICIPATE $65 MILLION SALES IN 1961

Eagles present annual volume is $58 million with $65 million forecast in the year ahead. Newspaper advertising is, and has been, a major factor in Eagle's merchandising plans.

ROCK ISLAND, ILLINOIS
MOLINE, ILLINOIS
EAST MOLINE, ILLINOIS
DAVENPORT, IOWA

OVER ¼ MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by Jann & Kelley, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp

U. S. Stations Equipped for Colorcasting

City	Station	Network Transmission	Local Origination Live	Film	Slide	Tape
Winston-Salem, N. C.	WSJS-TV	•	—	—	—	—
Zanesville, O.	WHIZ-TV	•	—	—	—	—
Independents						
Chicago	WGN-TV	—	•	•	•	—
Grand Forks, N. D.	KNOX-TV	•	—	—	—	—
Hartford, Conn.	WHCT	•	—	—	—	—
Los Angeles	KTLA	•	•	•	•	—
Los Angeles	KTTV	•	—	—	—	—
Minneapolis	KMSP-TV	•	—	—	—	—
Mitchell, S. D.	KORN-TV	•	—	—	—	—
New York	WPIX	•	—	—	—	—
Phoenix	KPHO-TV	•	—	—	—	—
St. Louis	KPLR-TV	•	—	•	•	—
San Francisco-Oakland	KTVU	•	—	•	•	—
Seattle-Tacoma	KTNT-TV	•	—	—	—	—
Tupelo, Miss.	WTWV	•	—	—	—	—
Washington	WTTG-TV	•	—	—	—	—
Weston, W. Va.	WSPB-TV*	•	—	—	—	—

*Stations marked by an asterisk did not respond to the NBC survey. Color status indicated was based on "TV Factbook #30" and/or SRDS, June 10, 1960.

(S) Satellite station.

Outdoor Sign Blocks View; S. F. Plan Board Steps in

San Francisco has tightened its control of outdoor advertising structures because a Sunset district resident in danger of losing the view from her breakfast window to an outdoor sign made a vigorous complaint. The San Francisco city planning commission voted unanimously after hearing the complaint of Finnetta Phillips that all future applications for erection of outdoor signs on land adjacent to residential areas must be brought to its attention.

Mrs. Phillips protested possible loss of the view from the home where she has lived 28 years following erection by Foster & Kleiser Co. of one sign at a nearby gasoline station and the start of construction of another. F&K stopped construction of the second sign when the planning department moved into the picture.

American Type Switches Account to Douglas Turner

American Type Founders, Elizabeth, N. J., has shifted an estimated $210,000 account from Fred Wittner Co., New York, to Douglas Turner Inc., Newark, N. J., effective in October.

Milton Anderson Co., New York, retains ATF's type division account, estimated at $90,000. The Turner agency will handle advertising for all divisions of ATF.

Dickerman Adds 1, Names 2

The Eastern National Bank of Long Island, N. Y., has named Dickerman Advertising, New Hyde Park, L.I., to handle advertising for the Smithtown, Huntington Station and Elwood areas. Dickerman also has named Martin Choda art director and Charles O. Vandervoort marketing and research director. Mr. Choda formerly was with Jurist Lithographers. Until recently Mr. Vandervoort was professor of marketing at St. John's University in Queens.

Weston Adds Vermont Office

Weston Associates, Manchester, N. H., has opened an office in Woodstock, Vt., and has named Stewart Wark as vp and manager. Since 1949, Mr. Wark has been head of his own agency, Wark Associates, in Woodstock.

Gero & Bierstein Named

Gero & Bierstein, Paterson, N.J., and New York, has been named the agency for the new $125,000-plus account of Elmwood Shopping Center, East Paterson.

Ardiel Named by Retor

Retor Developments Ltd., Galt, Ont., has named Ardiel Advertising Agency, Hamilton, to handle U.S. advertising for its Mimik hydraulic machine tool tracer attachments. Retor recently incorporated an American subsidiary, Mimik Tracers, Buffalo, to handle U.S. sales.

Banister Joins Tracy-Locke

Frances Banister, formerly account service manager of Fitzgerald Advertising Agency, Dallas, has joined Tracy-Locke Co., Dallas, as associate media director on the budgets and plans division.

LIFE

GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF **SMOKING MATERIALS**

(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,470,057
2.	Look	2,374,263
3.	Saturday Evening Post	2,248,187
4.	Time	802,137
5.	TV Guide	636,203

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

Coming Conventions

*Indicates first listing in this column.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

*Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

*Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

*Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

*Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

*Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

*Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

*Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

*Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

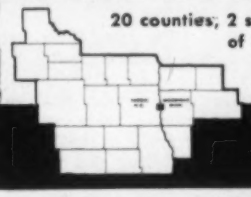
Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

bourbons *Go Far in Fargo!*

Over 18 of the nation's leading bourbons are advertised in The Forum to GO FAR in FARGO

Only the Fargo Forum sells ⅓ of North Dakota + western Minnesota + the largest metropolitan market between Minneapolis and Spokane!

The Forum reaches 3 out of 5 families in this 20-county market, 9 out of 10 in the Fargo-Moorhead metropolitan market (compared to only 8% coverage by any Minneapolis daily). Now a SRDS additional standard metro area, Fargo is *still 1st* in the nation in retail sales per household.

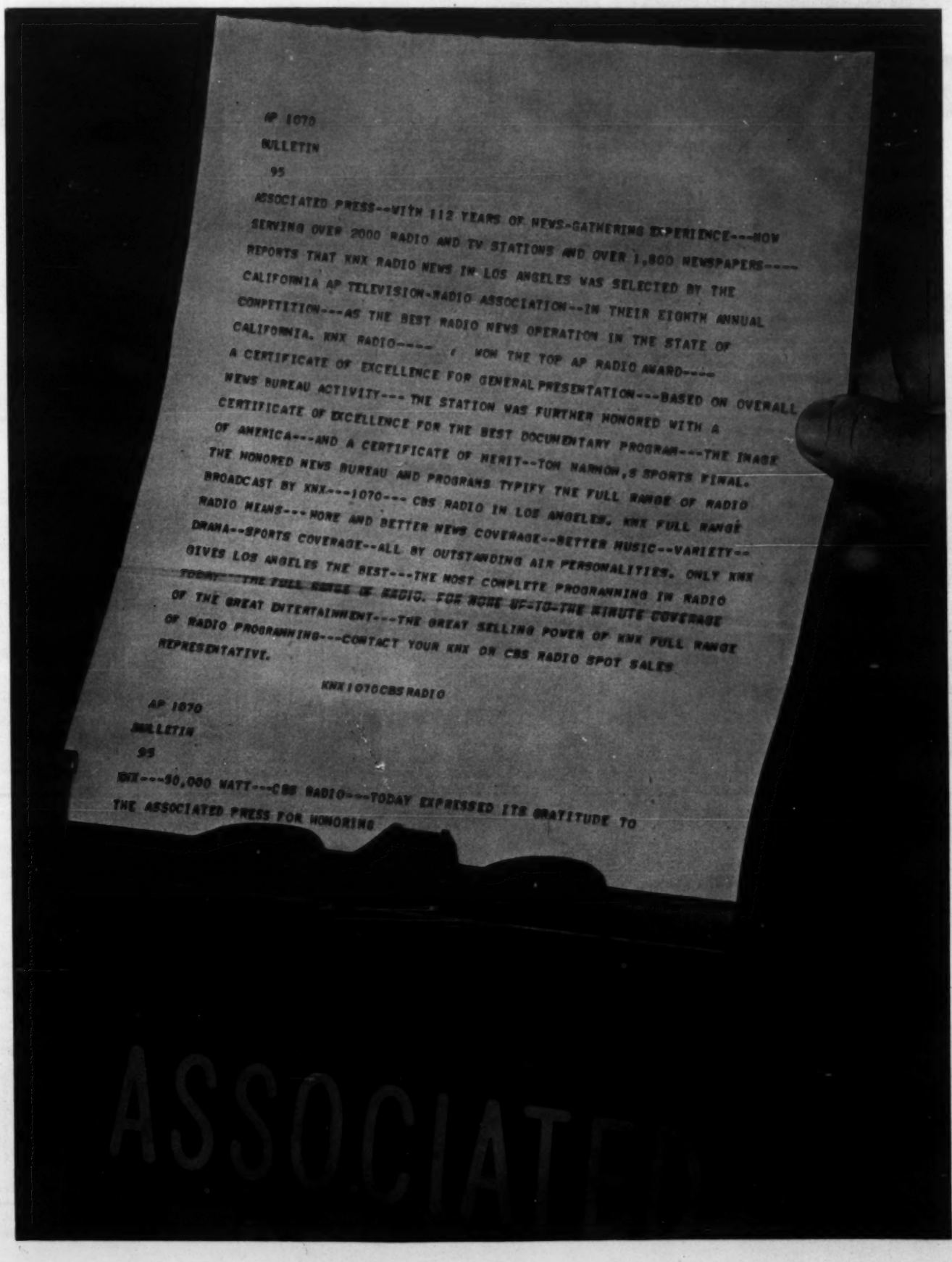


20 counties, 2 states, but only one market of 315,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

Represented by Kelly-Smith Company


AP 1070
BULLETIN
95
ASSOCIATED PRESS--WITH 112 YEARS OF NEWS-GATHERING EXPERIENCE---NOW SERVING OVER 2000 RADIO AND TV STATIONS AND OVER 1,800 NEWSPAPERS---- REPORTS THAT KNX RADIO NEWS IN LOS ANGELES WAS SELECTED BY THE CALIFORNIA AP TELEVISION-RADIO ASSOCIATION--IN THEIR EIGHTH ANNUAL COMPETITION---AS THE BEST RADIO NEWS OPERATION IN THE STATE OF CALIFORNIA. KNX RADIO---- (WON THE TOP AP RADIO AWARD---- A CERTIFICATE OF EXCELLENCE FOR GENERAL PRESENTATION---BASED ON OVERALL NEWS BUREAU ACTIVITY--- THE STATION WAS FURTHER HONORED WITH A CERTIFICATE OF EXCELLENCE FOR THE BEST DOCUMENTARY PROGRAM---THE IMAGE OF AMERICA---AND A CERTIFICATE OF MERIT--TOM HARMON,S SPORTS FINAL. THE HONORED NEWS BUREAU AND PROGRAMS TYPIFY THE FULL RANGE OF RADIO BROADCAST BY KNX---1070--- CBS RADIO IN LOS ANGELES. KNX FULL RANGE RADIO MEANS---MORE AND BETTER NEWS COVERAGE--BETTER MUSIC--VARIETY-- DRAMA--SPORTS COVERAGE--ALL BY OUTSTANDING AIR PERSONALITIES. ONLY KNX GIVES LOS ANGELES THE BEST---THE MOST COMPLETE PROGRAMMING IN RADIO TODAY---THE FULL RANGE OF RADIO. FOR MORE UP-TO-THE MINUTE COVERAGE OF THE GREAT ENTERTAINMENT---THE GREAT SELLING POWER OF KNX FULL RANGE OF RADIO PROGRAMMING---CONTACT YOUR KNX OR CBS RADIO SPOT SALES REPRESENTATIVE.
KNX 1070 CBS RADIO
AP 1070
BULLETIN
95
KNX---50,000 WATT---CBS RADIO---TODAY EXPRESSED ITS GRATITUDE TO THE ASSOCIATED PRESS FOR HONORING

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Man, IBM And Irate Readers

To the Editor: About "Creative" Man's Corner (please leave those quote marks right where they are) in the July 18 issue:

Occasionally I agree with your anonymous columnist-critic. But this time he goes too far, panning IBM's fine ad: "Its beauty is just a bonus."

He evaluates the ad as "cryptic" and complains about it's "paucity of information." According to his testimony, the ad fails to give enough information about the IBM Electric. He intimates that the business man is being ignored in his quest for facts.

Now I ask you, just what does the business man really have to know about electric typewriters? How it saves his money? Please, not that old, unbelieveable device again. How his secretary will come early and stay late just because her wise boss installed electrics? Ridiculous and insulting! Maybe IBM should tell all about the double milled, chrome plated, carriage rocker toggle bolt that saves 7" of ribbon per annum. Who cares? And if the business man in question doesn't already know that electric typewriters are more efficient than standard models, what's he doing reading *Fortune, Time, Business Week*, etc., when he should be scanning the help wanted ads?

For my money, this ad does tell the business man exactly what he needs to know. It broadcasts, loud and clear, that the handsome machine dramatically displayed in the ad is an electric typewriter, is beautiful, is made by IBM, and that its good looks are more than skin deep. And if "Creative Man" thinks that functional beauty and the IBM name aren't enough to sell typewriters, he should take a good look at the IBM prospectus and annual report.

I say that IBM should be congratulated for breaking with the stupidity of traditional typewriter ads, for recognizing that the business man has a brain, and for having enough pride in their product to resist rubbing the reader's nose in a glob of unbelievable, adverby, clap-trap copy.

There! Now I feel better.

Guy B. Day,
Carson/Roberts, Los Angeles.

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To the Editor: Why does this section of your otherwise excellent publication have to consistently slap the hands of any advertising approach which smacks of brilliant innovation or artistic genius? The column's title is certainly anomalous to its actual performance.

The IBM ad which was criticized as cryptic instead deserves the high commendation for inspired genius. Considering the intelligence of the audience to which this ad is directed, the subtle innuendoes drive home a far more powerful selling message than ever could be done by spelling it out with 150 well honed words. I understand, however, that if this type of ad received too many accolades, the "wordsmith" profession might become understandably alarmed.

Paul D. Fillinger,
Products Promotion Manager, Electric Steel Foundry Co., Portland, Ore.

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'Get Out Vote' Campaign Is Brainchild of Ad People

To the Editor: How nice of you! Thanks so much [for the picture and caption July 25 pointing to ex-adman Cornelius' appearance on both political convention programs]. Funny and interesting . . . but this whole campaign of ours to get people to vote, to be active citizens and, perhaps most importantly, to change—as we are—from a few to millions of gifts from people who ask no political favors has been conceived and executed by advertising people. . .

John C. Cornelius,
President, American Heritage Foundation, New York.

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How to Read an Ad

To the Editor: Re: Back page of your July 25, 1960, issue.

I guess that the *Chronicle* means to suggest that either the potential advertiser or the reading public had better not lean too heavily on the *Chronicle*.

Am I getting the right message?

G. Lampert,
Gerald Lampert Advertising, Toronto.

The ad for the San Francisco Chronicle is a cartoon showing a cowboy, engrossed in the paper, leaning against a mail-box newspaper holder marked "Chronicle." A woodpecker has pecked away the post. The way we read it, Chronicle readers are so engrossed in reading the paper, they don't notice a woodpecker's rat-a-tat-tat.

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Belgians Win Many Awards for Filmed Commercials

To the Editor: I read with interest Harry Wayne McMahan's article on "European Commercials: What's New . . ."in the June 20 issue of ADVERTISING AGE. A very good article, indeed, but there is one sentence in it which we regret:

"Denmark, Sweden, Switzerland and Belgium win occasional awards (in commercial film festivals), but their production is directed at their local markets."

I can't speak for the other three, but let's stand up for Belgium. Belgian producers do not win "occasional" awards: Belgium has won one or more awards every year since the beginning of systematic contests. One firm, Belgique-Ciné-Publicité, for example, has three times won the top prize in the European festivals—Paris 1954, Milan 1957, and Cannes 1957.

Second point: The four Belgian producing firms (Belgique-Ciné-Publicité, Vandam K. H., Publi-Ciné and Ecran-Publicité) are more than delighted to produce cinema films or tv spots for countries other than Belgium. Belgian agencies will be pleased, too, because such orders, by permitting growth of production facilities and cross-fertilization of experience, will give us even better work. Belgique-Ciné-Publicité, probably the biggest producer, has already done a number of films for South America and Africa and is working on projects for major European markets.

Why should English-language advertisers consider filming in Belgium?

Four reasons: (1) Thanks to centuries of close relationship with English-speaking countries, the Belgians are easy to work with; (2) at the present time, production costs are often substantially lower than elsewhere for top quality work; (3) Belgian specialties are live-action films using an extraordinary kind of semi-surrealist humor and stop-motion animation of objects (an example of this humor would be one of the Belgian winners of this year, "Color lets you escape from it all . . . , " a live-action film demonstrating the adventures of a prisoner who paints his way free of his cell—including painting out the bars!); (4) Bel-

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THE WONDERFUL YEARS AHEAD

By WARNER S. SHELLY
PRESIDENT
N. W. AYER & SON INC.

Goethe once wrote a couple of sentences that I like to think about every once in a while.

"Strange," he said, "is the song of prophecy.
Twice as strange what is to be."

We are living in a wonderful era. But what we have now is just the prelude to more wonderful years ahead.

New businesses will come into being. We will see the tragedy of established businesses failing to keep pace. And feel the vigor and inspiration of new leaders on the business scene.

Who will be the leaders of the next decade? And the decade after that? Surely they must come from among those who sell the character and achievements of their companies, as well as the virtues of their products.

A good name, as good management knows so well, is of great value in the market place and in all things. Nowhere is it more important than among share owners and throughout the financial community.

SPONSORED BY BARRON'S, THE NATIONAL BUSINESS AND FINANCIAL WEEKLY

$ $ $ $ $ $ $ $ $ $

Since the first coin came from the first mint, men have been divided into two groups: Those who work for money, and those who put money to work for them.

Barron's readers have a tremendous stake in developments that affect the profitability of investment dollars. These readers understand finance . . . eagerly pursue information that helps them to form sound opinions and to make successful investment decisions.
In this large body of readers are substantial numbers of key individuals whose advice is sought by others. They are the hard core of the "community" that largely determines the flow of investment dollars in this country.

Not only is Barron's circulation of this high, significant calibre . . . but that circulation today is larger than ever—well over 100,000 subscribers. And Barron's also continues to attract more advertisers . . . corporations which recognize the value of getting so directly and economically to men who shape corporate reputations.

Finance is at the beginning and end of every successful corporate trail. Barron's moves the minds that mind the money.

BARRON'S

. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway | CHICAGO 711 W. Monroe St. | BOSTON 388 Newbury St. | LOS ANGELES 2999 W. 6th St. | CLEVELAND 1325 Lakeside Ave.

gian films have proved their sales effectiveness: I can cite a specialty product which I've been handling, where sales have gone up 100% over a year's time, thanks to $15,000 invested in cinema during that period. The film used cost $2,500, including stop-motion effects, three actresses, for the live-action sequences, a specially composed musical track, filmed in *full color*, one minute in length. Incidentally, this includes recording the spoken sound track in both French and Flemish, since everything we do here has to be in two languages. This price is considered to be rather high (the stop motion involved as many as 100 objects at a time). Working in 16mm, rather than 35mm, and in b&w rather than color would bring the price down proportionately.

I hope that this information will be of use to the readers of ADVERTISING AGE.

Albert Stridsberg,
McCann-Erickson, Brussels.

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Design Engineers of the World, Arise! You Have Nothing . . .

To the Editor: We are amused by the cover of *Product Engineering*.

The story describing the cover photograph identifies the individuals pictured. Those with coats are the titled barons (e.g., vp, chief project engineer, etc.) while the shirtsleeve peonage consists of simply "design engineers."

Perhaps we're being a little pic-

ayune, but this seems to us a step backward toward some sort of industrial caste system. (And how will the members of the shirtsleeve contingent explain their sartorial shortcomings to family and friends?)

A. Lovell Elliott,
A. Lovell Elliott Advertising, Columbus, O.

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Keynoter's Speech Was Hucksterism at Its Worst

To the Editor: Congratulations on your erudite July 25 editorial, "Are Our Standards of Living Too High?"

Fortunately or not for advertising, the Democratic Party's wordy platform whips other areas of American activity as well. Their evident objective was to leave nothing untouched except perhaps the kitchen sink, spotless for years thanks to the typical housewife and our nationally advertised soap cleansers.

Chester Bowles' was a polished presentation in Los Angeles, using dramatic advertising and selling techniques at their best.

On the other hand, Sen. Church stooped to "hucksterism" at its amateurish worst in his convention keynote speech.

I'm not alone in being against any political party platform plank attempting to dirty up our sinks or downgrade an industry that has done more to improve our nation's standard of living than any other in existence.

It is regression in purest form.

R. F. MacLeish,
Manager, General Advertising, *Sentinel-Star*, Orlando, Fla.

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To the Editor: It is difficult to understand people in high political office failing to recognize the important role advertising has played in maintaining a high level of employment and the highest living standards in the world. It would also seem readily apparent that advertising has done much to reduce the cost of living by facilitating mass production through mass consumption.

Unfortunately, however, the advertising industry has sustained some unfavorable publicity which in many instances has been magnified beyond reasonable proportions. For that reason and since the industry is currently being attacked by certain forces, editorials such as yours portraying the salutary effects of advertising should be reproduced in every available medium.

Robert D. Nelson,
Marketing Manager, *Los Angeles Times*.

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To the Editor: What an excellent editorial!

As the spokesman for advertising, it was smart of you to refuse to let those political blowoffs pass without an immediate exposure showing just how fallacious they really are.

You have emphasized in no uncertain words what I am sure every intelligent executive sincerely believes.

It is too bad some politicians don't ever grow up—and thus have never understood what has made our country great.

B. P. Mast Sr.,
Chairman of the Board, Conover-Mast Publications, New York.

• • •

Not All Democrats Have Been Against Advertising

To the Editor: I have just read a compelling little book of 44 pages called "Lasting Ideas." Published in 1956 by *Reader's Digest*, it contains a number of statements about advertising by business men, economists, men of letters and statesmen.

In view of the various unpleasant references to advertising made by leaders of the Democratic Party at their recent convention, I thought the following statements were particularly interesting:

"I read but one newspaper and that more for its advertisements than its news." (Thomas Jefferson)

"If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology. Because it brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education . . . It has risen with ever-growing rapidity to the dignity of an art. It is constantly paving new paths . . . The general raising of the standard of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising." (Franklin D. Roosevelt)

"Advertising has induced progress in the use of manufacturers of new materials, new tools, and new processes of manufacture by calling their attention to economies which could be achieved and to the new uses to which they could be put. Without such advertising, information of this kind would take years to reach all of those who might benefit by it and progress would be delayed." (Harry S. Truman)

"The American standard of living is due in no small measure to the imaginative genius of advertising, which not only creates and sharpens demand, but also, by its impact upon the competitive process, stimulates the never ceasing quest of improvement in quality of the product." (Adlai E. Stevenson)

The Democrat "New Frontiersmen" will soon embark on a long and hard campaign. Before they go, they may well give further thought to the character of advertising, drawing on the wisdom of the men who led their party to power and molded many of its present day philosophies.

J. B. Page,
J. L. Clark Mfg. Co., Rockford, Ill.

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AA's Pulling Power Is Long in Time

To the Editor: More than two years ago we were very pleased to receive an editorial mention of an advertising results checking sheet which we supplied to our mail order advertisers to help them evaluate the effectiveness of their advertising schedules and media (AA, April 1, '57). During the months that followed we received a large number of requests for these sheets from your readers.

This confirmed our opinion that your publication has considerable trade impact. You can imagine our surprise when we received a request more than two years later. Obviously your publication has considerably longer life among some of your readers than we would have suspected.

Adolph J. Auerbacher,
Assistant Classified Advertising Manager, *New York Herald Tribune*.

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Reader Karsch Suggests Solutions to a Few Problems

To the Editor: In regard to the Kodak advertisement reprinted in your issue of June 27:

Isn't it possible that the Eastman company printed the picture of the two youthful baseball players from the reverse side of the negative? By holding up the page to the light and looking at the picture from the back side, the players fall into proper position.

In regard to the Florida hotel ad reprinted on Page 73 of your July 18 edition and the word "Damn" objected to by an account executive in Texas:

The late Walter Williams, founder and first dean of the school of journalism of the University of Missouri, had a deskbook for students of that school. In a chapter entitled "Writing the Story" was a subhead labeled "Some Things to Omit." The latter had this final admonition: "Do not give disgusting or improper details. Too high a standard of good taste never gave offense to those of lower standards, but an item written in bad taste will shock part of your readers." The last sentence bears rereading.

You will recall in that long novel, "Gone With the Wind," the book ended with Rhett Butler expressing his lost affection for Scarlet with the words "I don't give a damn." The movie version finally ended with the film makers leaving the word "damn" in the picture.

Albert Karsch,
Advertising Manager, *News*, Farmington, Mo.

• • •

The Perils of Publishing An Effective Magazine

To the Editor: Have you a quiet corner a verse might occupy? Assuming of course that you like it, and agree that there may be pitfalls in a consumer publication proving *too* effective an advertising medium?

The Publisher
My Very Favorite Magazine
(A truly effective advertising medium)
Philadelphia, Pa.

Dear Sir:
This reader
Thinks your book is great—
Attractive and compelling.
Terrific text
And ads create,
Strong atmosphere for selling.
But sir, I simply can't
Renew,
Although your book's a honey.
Your ads have been
Your Waterloo—
I've now spent all my money.

J. G. Long,
Public Relations Department, Gray & Rogers, Philadelphia.

"Nothing endures but personal qualities."

These words from the pen of Walt Whitman account for the great music which has endured the years. Each composition reflects the personal qualities of its composer. This same reflection could easily be applied to quality radio and television stations of today... the dedicated efforts of those behind the scenes to constantly build and maintain a quality image.

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. The Original Station Representative

On FOUNTAIN SQUARE . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost 1,000,000 Readers

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

THIRD COFFEE BREAK—*The new fall campaign for Tia Maria coffee liqueur has no body copy; the "third coffee break" tent card that is being merchandised to restaurants carries the message. Two-color ads, many full pages, will appear during October, November and December in Gourmet, Harper's Bazaar, House Beautiful, The New Yorker and Town & Country as well as in House & Garden Book of Decorating & Entertaining. Homer Groening Advertising, Portland, Ore., is the agency. Byron Ferris is the designer and Don Condit the photographer.*

'60 Census Data Create 21 New Standard Metropolitan Areas

In Addition, U. S. Revamps Definitions of Some Older Areas

WASHINGTON, Aug. 9—Twenty-one new standard metropolitan statistical areas were created last week on the basis of 1960 census figures, and three more will be added as soon as boundary studies are completed. Thus the old total of 192 metropolitan areas will climb to 216.

Although a population of at least 50,000 in a city or twin cities is necessary to qualify for inclusion in the list of metropolitan areas, many of the newly created areas top that figure by considerable margins. Fort Lauderdale-Hollywood, Fla., for example, starts off with a total of 329,406.

Six of the new areas are in Texas, including Texarkana, which overlaps into Arkansas. The three incomplete areas are all in Connecticut, embracing Meriden, New London-Groton, and Norwalk. Commuting studies are now in progress to determine the towns to be included in these three areas.

■ The Bureau of the Budget coordinates metropolitan area activities for the government and announced the additions to the list of standard metropolitan statistical areas. Simultaneously, the Bureau of the Census issued population figures for the new areas. Combining information from these sources produces the following table, in alphabetical order:

Area	1960	1950
Abilene, Tex.	119,618	85,517
Abilene city	89,648	45,570
Outside city	29,970	39,947
Jones County	19,402	22,147
Taylor County	100,216	63,370
Albany, Ga.	74,787	43,617
Albany city	55,136	31,155
Outside city	19,651	12,462
Dougherty County	74,787	43,617
Billings, Mont.	78,001	55,875
Billings city	52,249	31,834
Outside city	25,752	24,041
Yellowstone County	78,001	55,875
Brownsville-Harlingen-San Benito, Tex.		
Cameron	149,901	125,170
Brownsville city	47,831	36,066
Harlingen city	40,765	23,229
San Benito city	16,320	13,271
Outside cities	44,985	52,604
Cameron County	149,901	125,170
Colorado Springs, Colo.	142,643	74,523
Colorado Springs city	69,181	45,472
Outside city	73,462	29,051
El Paso County	142,643	74,523
Eugene, Ore.	160,742	125,776
Eugene city	50,169	35,879
Outside city	110,573	89,897
Lane County	160,742	125,776
Fargo-Moorhead, N. D. Minn.	104,983	89,240
Fargo city	46,491	38,256
Moorhead city	22,808	14,870
Outside cities	35,684	36,114
Cass County	66,278	58,877
Clay County	38,705	30,363
Fort Lauderdale-Hollywood, Fla.	329,406	83,933
Fort Lauderdale city	81,806	36,328
Hollywood city	34,570	14,351
Outside cities	213,030	33,254
Broward County	329,406	83,933
Great Falls, Mont.	73,203	53,027
Great Falls city	55,246	39,214
Outside city	17,957	13,813
Cascade County	73,203	53,027
Huntsville, Ala.	116,612	72,903
Huntsville city	71,880	16,437
Outside city	44,732	56,466
Madison County	116,612	72,903
Lake Charles, La.	142,307	89,635
Lake Charles city	62,395	41,272
Outside city	79,912	48,363
Calcasieu Parish	142,307	89,635
Las Vegas, Nev.	125,466	48,289
Las Vegas city	63,453	24,624
Outside city	62,013	23,665
Clark County	125,466	48,289
Lawton, Okla.	89,320	55,165
Lawton city	60,346	34,757
Outside city	28,974	20,408
Comanche County	89,320	55,165
Midland, Tex.	67,322	25,785
Midland city	62,272	21,713
Outside city	5,050	4,072
Midland County	67,322	25,785
Monroe, La.	102,889	74,713
Monroe city	51,931	38,572
Outside city	50,958	36,141
Ouachita Parish	102,889	74,713
Odessa, Tex.	90,298	42,102
Odessa city	79,960	29,495
Outside city	10,338	12,607
Ector County	90,298	42,102
Provo-Orem, Utah	106,777	81,912
Provo city	35,956	28,937
Orem city	18,392	8,351
Outside cities	52,429	44,618
Utah County	106,777	81,912
Reno, Nev.	83,700	50,205
Reno city	50,938	32,497
Outside city	32,762	17,708
Washoe County	83,700	50,205
Texarkana, Tex.-Ark.	90,938	94,580
Texarkana city (Tex.)	30,448	24,753
Texarkana city (Ark.)	19,526	15,875
Outside cities	40,899	53,952
Bowie County	39,707	61,966
Miller County	31,231	32,614
Tuscaloosa, Ala.	108,613	94,092
Tuscaloosa city	63,125	46,396
Outside city	45,488	47,696
Tuscaloosa County	108,613	94,092
Tyler, Tex.	85,295	74,701
Tyler city	51,082	38,968
Outside city	34,213	35,733
Smith County	85,295	74,201

■ In addition to the newly established areas, five other changes in titles and definitions have been made. The Providence, R.I.-Mass. area will be known as Providence-Pawtucket, R.I.-Mass., and Youngstown, O., becomes Youngstown-Warren.

The Oklahoma City area is expanded by adding a third county, Canadian County, in addition to Cleveland and Oklahoma Counties. The Tulsa area also becomes a three-county area by adding Osage to Creek and Tulsa Counties. Wichita Falls, Tex., becomes a two-county area by adding Archer to Wichita County. #

Western Auto Club Books Offer Combined Rates

Five motor club publications on the West Coast will offer a unified rate card effective Sept. 1. The books, covering Washington, Oregon, California, Nevada and part of Idaho, are *Westways, Motorland, Oregon Motorist, Washington Motorist* and *Inland Motor Club Bulletin.*

A new organization to sell the combination, Western AAA Publications, has been set up at 150 Van Ness Ave., San Francisco. Ben C. Tarnutzer, advertising and business manager of *Motorland*, is chairman. The combination offers a total circulation of more than 700,000. Each publication will also continue its independent sales program. Rate cards will be issued before Sept. 1.

Aubrey Appoints Heggen

Aubrey, Finlay, Marley & Hodgson, Chicago, has appointed Stanley M. Heggen assistant media director. Mr. Heggen, an account executive, joined the agency in 1950 as copywriter.

U. S. CATHOLIC POPULATION JUMPS 37.5% IN TEN YEARS . . . NOW OVER 44,000,000*

Penetrate this market in depth through its largest magazine—

CATHOLIC DIGEST

CATHOLIC DIGEST delivers over 760,000 net paid circulation with prime characteristics for you . . .

Large families— Over 4.04 children per household**

Urban and suburban readership— Only 3.5% are rural, one of the smallest percents of all magazines**

Home owners— 75.3% own the homes they live in**

Large Consumers— Spend more money on food per week than any other magazine audience**

LOW ADVERTISING COST—one of the lowest rates per thousand in the magazine field

* Several statistical estimates run well over 54,000,000, but we are quoting the lower figure of 44,000,000

** Consumer Market Report, 1959 Daniel Starch

For advertising rates contact . . .

Eastern Representative
McClanahan & Co. LE 2-1234
295 Madison Avenue, New York 17, N. Y.

West Coast Representative
John R. Kimball & Co. DO 2-9183
420 Market Street, San Francisco 11, Calif.

Midwest Representative
Raymond J. Ryan & Co. AN 3-2240
35 East Wacker Drive, Chicago 1, Illinois

J. J. McCarthy, Advertising Director

CATHOLIC DIGEST
44 EAST 53RD STREET
New York 22, New York PL 3-0828

"The Jackson TV market area's economic potential is amplified by the South's traditional warm hospitality."

Miss America, 1959

MARY ANN MOBLEY

Brandon, Mississippi

WLBT Hollingbery 3 **WJTV** Katz 12

Serving the Jackson, Mississippi, Television Market

What Abrams Said at Hudnut Sales Meeting

On July 11 George Abrams, president of the Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co., addressed a Hudnut-DuBarry sales conference in Bermuda, outlining many changes that had been made in the division in the previous year. His remarks, of which major portions are excerpted here, give a rare insight into how a company goes about remaking itself. The talk is even more interesting in view of the fact that on Aug. 8 Mr. Abrams resigned as president of Hudnut-DuBarry.

■ "It has been one year since I last met with you, and in that span of 365 days many things have happened . . . and, of course, some of these events have had an important effect upon each of you here today.

"Since we like to think of ourselves as members of a team dedicated to achieving similar sales objectives, let me give you an insight into our picture as it existed a year ago, where we stand today, and where we expect to go, and the things we expect to do in the year ahead. Some of these events can only be highlighted in my talk this morning; our marketing directors and our sales managers will cover them in more detail during the course of this meeting.

"One year ago, we had mapped out a completely new program for Hudnut-DuBarry-Sportsman. It was a necessary program, and let me tell you why:

■ "The year 1958 had been a distressing year for Hudnut-DuBarry and Sportsman. Sales had dropped 20% below the year 1957, and returns were still coming back from two national new product ventures—Bliss and Beauty Curl—to threaten our sales and profit picture for 1958. In the trade—and remember, I was looking at our division as an objective outside competitor then—Hudnut-DuBarry was a static, unimaginative company, the kind of company which is sometimes described as 'going nowhere fast.'

"In April of 1959, in my first public appearance as head of your division, I addressed a New York meeting of the National Assn. of Chain Druggists and had to frankly admit to them that our picture had been bleak. But I promised them, just as I promised you three months later, that this picture would change.

"From a broad management point of view, we had to build a new identity, a fresh image. In place of being known as a static company, we had to become known as a progressive company. In place of being known as an unimaginative company, we had to openly display our creativity. We couldn't be followers, 'me-too'-ers, imitators . . . we had to become pioneers, inventors, innovators.

■ "One year later, I am proud to stand before you and report that the picture has been changed . . . and it is still changing. Let me tell you how this transformation occurred.

"It began with products. We had to develop, test, distribute, and successfully promote new products. And we had to do these things quickly, before the declining sales curve of 1958 gained momentum and made recovery impossible. We had to face up to the threat of competitive situations . . . a new home permanent being marketed by the Toni Co. (their 'no-mix' formula); the lipstick avalanche created by Revlon's 14 pastel shades introduction; the luxury cream competition of Ultra-Feminine and Ultima, and the hair coloring competition of Helena Rubinstein.

"We were very much like a one-armed swimmer going upstream against the current, and forced to make our objective or go under in the process.

■ "By the end of 1959, we had not only overcome the 20% decline of the previous year, but had achieved a 21% increase in sales, and an 80% increase in profits. And for the first half of 1960, we are 25% ahead of last year!

"In that first year, we nationally introduced Lip Quick, Flatter Fluff, Fashion Quick, Creme Paradox, Dory Masque, Dainty Dry roll-on deodorants; Cool Glow; conducted two shade promotions for Royal lipstick which introduced 'Pink is for girls' and 'Snowball of fire'; developed our Lip Quick line from its original test city lineup of five colors to a complete line of 15 shades and an assortment of gift cases, and placed Head Start hair spray, Stacomb men's hair dressing, and Freedom medicated shampoo into test markets.

■ "On the advertising front, we changed our image even more dramatically. The development and execution of our theme 'Beauty first by DuBarry' has now been given millions of consumer impressions and has become an integral part of our philosophy. And we have just developed a similar, yet distinctive, concept for the Richard Hudnut line . . . 'A Richard Hudnut original.'

"Where we had been participants in programs before, we now become major television sponsors, with showcase programs like Jimmy Durante, Milton Berle, Lucille Ball, and our recent one-hour George Burns-Jack Benny special. At the same time, through the sponsorship of 'Person to Person,' and now, with forthcoming tv promotional efforts, we maintain a continuing identity with the public.

"Our magazine advertising has had a new look. The beauty editor of *Vogue* commented to me just a few weeks ago that Hudnut-DuBarry advertising was, in her opinion, the finest (and cleanest) being done in the cosmetics industry today.

■ "And just the other day—miracle of miracles—I even received a letter from the advertising director of one of our major competitors, congratulating us on our 'damned good advertising.'

"Last summer, in 15 cities, we placed on television the Color Glo commercial you had seen a preview of at the July, 1959 sales conference. When the figures were in, actual retail movement figures showed a 37% increase in the sales of this product. I mention this only because ads are still meant to sell, and while we like compliments, the greatest commendation an advertising campaign can receive is that it sold the merchandise.

■ "Similarly, we have had many fine comments about our recent 'Pink is for girls' shade advertising. Perhaps that's the reason this new lipstick color was a complete sell-out and we had to reorder twice since it was placed on the market.

"The sort of success we have enjoyed—and I think this is true of everything in life—has not been without its problems. Let's take the two principal problems and analyze them for a moment.

"Lip Quick had been a phenomenal success. Since its introduction last October, we have sold well over 5,000,000 lipsticks, and on the basis of all known data, we are the second largest selling lipstick in America.

"We must never forget this about Lip Quick. . . . We were the pioneers, and pioneering is never easy. We found a radically different concept, the first really new approach to lipsticks in 50 years, and we blazed a new path in one of the most competitive categories in the cosmetics industry. We would have preferred to wait many months until all the 'bugs' were out of this product. That was impossible at the time. We knew of at least three major competitors who had laboratory staffs working assiduously on a roll-on lipstick. Only two months after we marketed Lip Quick, a division of Coty, one of America's largest lipstick manufacturers, had one on the market. At this moment, we know of an even larger lipstick maker who believes his roll-on formula is ready for marketing.

■ "Like the original ballpoint pens, we had formula and mechanical difficulties. Like these same manufacturers, we have never stopped working to improve the original product. Today—and this is verified by both U. S. Testing Laboratories and the M. A. Wallach Research Corp.—Lip Quick is 99.44% right as a product. As a matter of fact, in a recent four-week study conducted at the retail level by an outside research firm, only two Lip Quicks were found unsatisfactory out of thousands checked.

"The future of Lip Quick will depend, in my opinion, upon several things . . . but, primarily, upon you, the salesman. It must start with your having confidence in this new and improved product, and it must end with you having displayed it on the counter, where the consumer can see it and purchase it. If you do these things, we, in turn, can give Lip Quick continued support . . . And you will see in the presentations by both advertising and our Hudnut marketing director that we plan to give Lip Quick some dramatic support in the months ahead.

■ "Now, let's talk about our second major problem—Fashion Quick.

"May I say, first, that we have the best home permanent on the market. I didn't say 'better than most' or call Fashion Quick 'above average.' It is the best. And we have this in writing from thousands of women who have used our home permanent, plus the word of experienced beauticians who have applied it professionally.

"It is also the most expensive home permanent, largely because it costs more to make than a regular home permanent. But its price also makes it the most profitable to the retailer.

"You all know the problem we faced last fall: The FDA decision; the substitution of the new neu-

Last Minute News Flashes

Best Food Revamps Marketing, Promotes Four

NEW YORK, Aug. 12—The Best Foods division of Corn Products Sales Co. has reorganized its marketing department with the appointment of three marketing directors and a national sales manager—all vps. Named to the new marketing director posts are Walter A. Moore, formerly vp, marketing planning; Edmund F. Stefenson, formerly director of advertising; and John M. Volkhardt, formerly assistant general sales manager. J. Mark Coe, formerly southern regional manager, is the new national sales manager. Albert Brown continues as advertising vp, with added responsibilites for the home service department, production services and market research. All five vps report to William A. Schroeder, exec vp and head of the division.

Butcher Named Head of Jim Nash Associates

NEW YORK, Aug. 12—Thomas C. Butcher has joined Jim Nash Associates as chairman of the board and chief executive officer, a newly created position. He was previously president of Brown & Butcher and before that was with Lennen & Newell and William Esty Co. Eric H. A. Teran continues as president and Gerald Frisch as exec vp of

Allmayer, Fox & Reshkin Affiliates with Weiss

CHICAGO, Aug. 12—Edward H. Weiss & Co., Chicago, and Allmayer, Fox & Reshkin, Kansas City, have announced an "affiliation arrangement" between the two agencies, after several months of discussion (AA, March 2). As part of the arrangement, S. Jerome Reshkin, exec vp of Allmayer, Fox, will become a vp at Weiss in Chicago, bringing with him the Wish-Bone (Thomas J. Lipton Inc.) account.

DDB Gets $1,000,000 Warner Garments Account

BRIDGEPORT, CONN., Aug. 12—Warner Bros. Co. has appointed Doyle Dane Bernbach to handle its $1,000,000 Warner's bra, girdle and corselet account. Doyle Dane Bernbach, C. J. La Roche & Co., the company's agency of 12 years standing, and two other unidentified agencies were invited to make presentations for this account last month (AA, July 25).
the industrial design organization.

Reynolds Gets Segment of Canadian Industries

MONTREAL, Aug. 12—Canadian Industries Ltd. today appointed E. W. Reynolds Ltd., Toronto, to handle advertising for about one-third of its business, estimated to bill about $500,000. The business includes corporate advertising and the ammunition, Fabricoid, explosives, chemicals and plastics divisions. Cockfield, Brown & Co. is the former agency.

Courtaulds to Move Account to D'Arcy in '61

NEW YORK, Aug. 12—Courtaulds (Alabama) Inc., maker of fibers for apparel and fabrics, will move its account to D'Arcy Advertising Co., New York, some time in 1961. The account is now with Mogul Williams & Saylor, where its "contract has more than a year to run." Courtaulds has been billing about $1,000,000 a year.

Peltier Leads Armour: Other Late News

• **Noel C. Peltier,** advertising manager of Armour Foods, Chicago, has resigned, and no successor has been named. Mr. Peltier had been with Armour since 1949.

• **James E. Borendame** has been named to the new position of director of marketing and public relations of Fansteel Metallurgical Corp., North Chicago, Ill. He formerly was director of marketing services of Acme Steel Co., Chicago.

• **Klau-Van Pietersom-Dunlap,** Milwaukee, has resigned the Blackhawk Mfg. Co. account, which it has handled since 1924. Blackhawk makes hydraulic pumps, jacks, rams and other supplies for the automotive industry. The account bills about $100,000.

• **Amity Leather Products Co.,** West Bend, Wis., is pulling its advertising out of Gordon Best Co., Chicago, and is expected to name a new agency soon. Edward H. Weiss & Co., Chicago, handles advertising for Amity's Rolfs division.

• **Anaconda Wire & Cable Co.,** New York, has switched its account from Kenyon & Eckhardt, New York, to G. M. Basford Co., New York, effective Sept. 1.

• **Arthur J. Foster,** formerly advertising and sales promotion manager of the Thermoid division of H. J. Porter Co., has been appointed advertising and sales promotion manager of American Business Systems, Philadelphia, manufacturer of business forms and tabulating cards.

• **Fairchild Publications,** New York, has confirmed that it will bring out a new paper for the drug store field (AA, Aug. 8). Launching is scheduled for next year. The weekly will be the ninth Fairchild paper and will be edited by Morton Stark, news editor of *Supermarket News* since its inception in 1952.

• **Edgar M. Griswold** has joined William Esty Co., New York, as a vp and account executive. He has been with Procter & Gamble for the past 10 years, most recently as advertising manager of Clorox Co., a P&G division.

• **William W. Coldren** has been promoted from assistant to advertising manager of Boeing Airplane Co., Seattle. Before joining Boeing in 1956, he was at N. W. Ayer & Son.

• **Cohen & Aleshire,** New York, has been appointed to handle advertising for Tillie Lewis low-calorie foods, Tasti-Diet low calorie salad dressings and several specialty foods sold by Flotill Products, Stockton, Cal., the parent company. Packaging redesign is in progress and advertising breaks next month in spot television, newspapers and magazines. Grant Advertising is the previous agency.

LADY—*This is part of the current Hudnut-DuBarry campaign.*

tralizer; and the two-month period during which Fashion Quick was off sale. But here are a few facts you don't know . . . and, in my mind, they are pretty impressive.

■ Food and drug stores across the U.S. are regularly audited by A. C. Nielsen Co. They are America's largest research firm in this field. We receive bi-monthly reports from Nielsen, on Fashion Quick movement. What does Nielsen report about Fashion Quick? Just this: Fashion Quick has shown an increasing share of market for every reporting period since it was first introduced, and on the latest preliminary report, covering the March-April period, still another increase was noted. This is borne out by our own sales records. Fashion Quick, added to current factory sales of Quick and Pin Quick is running 30% ahead of 1959.

A national sales pattern does not always reflect itself on the local level. But regardless of your individual sales level on Fashion Quick, the fact that you know our home permanent is first-rate, plus the fact that you know it can make competitive inroads when properly promoted, should give you encouragement that we are in the home permanent business as no small contender.

Mr. Abrams then stated that the company would not enter the aerosol-type home permanent market.

■ "In 1959, Lip Quick and Fashion Quick were our two major national introductions. In the first half of 1960, Creme Paradox and Dory Masque on the DuBarry side of the house, have thus far been this year's two major national introductions," Mr. Abrams continued.

"Those of you who were here at the sales conference last year will recall my telling you about the Dory Masque. There were certain things about this product I couldn't tell you then, because we were still in such a preliminary stage of investigation. Today the full story can be told—and it is rather exciting.

"You will recall that the Dory Masque first came to my attention last June, and I reported to you at the July sales conference on the astonishing results it had achieved in our 'backyard' consumer testing with Warner-Lambert employes. But we are, by nature, skeptics. What I am saying is that these reports were too good to be true. We took them with a grain of salt.

"Then, to be as objective about Dory as possible, we hired Benson & Benson, a Princeton, N.J., research firm, and asked them to consumer test the Dory Masque for us.

■ "Next, we had to determine how receptive women would be to the idea of a masque made from marine algae. We got our answer unexpectedly when one of our demonstrators appeared on an interview program in St. Louis and demonstrated the Dory Masque. Within 24 hours, station KSD-TV had 735 telephone inquiries about the product, and the following week the station forwarded to us approximately 300 letters from women asking where they could purchase Dory.

"Finally, after securing distribution, our first advertisement appeared last month. Saks Fifth Avenue re-ordered three times in less than a month. Macy's of Kansas City sold $1,000 worth the first week. In New York City, at our Metropolitan Club office, the phone rang constantly with orders and reorders from drug and department stores. Consumers came in personally to purchase Dory, some buying two and four boxes at a time. We even sold Dory to men, who wanted to look as youthful as 70-year-old Dr. Jansik.

"Now, Dory has had its first full month of promotion. We know from our trade reports across the country that this 'Beauty first by DuBarry' is the sensation of the cosmetics industry. In my opinion, this is just the beginning.

■ "Now let's look at our second success story of 1960—Creme Paradox.

"When I talked to you about Creme Paradox a year ago, all we could present to you was a blueprint. On this table stood mockups of our packaging—crudely lettered jars which gave only the faintest resemblance to what was actually to be achieved. The product itself was in the second phase of its consumer testing, but we had sufficient results in by that time to indicate our laboratory had achieved a new dimension in luxury night creams.

"Now what has been the result of our introduction of Creme Paradox?

"All of you know it has been selling, for your own orders reveal that fact. But let me reveal to you now, for the first time, the scope of its success. It is this simple, and this overwhelming: Creme Paradox is now the largest volume item in the entire DuBarry line.

"We have additional plans for Creme Paradox as we move into 1961, but again, we must keep 'classified' labels on these ideas, for ours is a most competitive and communicative industry.

■ "Now, let me move, for a moment, to our third divisional segment—Sportsman—where a lot of activity has been taking place behind the scenes.

"The case history of Sportsman is very much like the story of our entire division. In 1958 it was suffering from a variety of ailments, but mainly a loss of volume and a lack of profits. Very frankly, your management had even contemplated the disposal of Sportsman . . . It looked like a hopeless task to fire it new life.

"I can report to you the patient is now doing well.

"By the end of 1959, the decline in sales of Sportsman had not only been corrected, but the line actually showed an increase over the previous year. The same has been true every month of 1950 . . . Sportsman is ahead of 1959 and should show a nice increase for the year. And it will be in the profit column, not the loss column, this year.

■ "Now how did this come about? What was the surgery I mentioned earlier? How do you revive a dying line?

"The first thing we did was to review our competition and our methods of distribution. We discovered that while Sportsman carried the image of a 'class' line, so did Shulton and Yardley and Seaforth. Yet the basic difference was that these competitive brands were in mass distribution, while Sportsman, under its franchise system, was confined to a limited number of outlets.

"This meant that at all times we were under a competitive disadvantage. For in outlets where we held a franchise, our competitors were also present. And in outlets where we did not sell, they were also there. This meant, therefore, that unlike the DuBarry franchise system, where we find other franchise lines following our same marketing pattern, we were the only major men's toiletry line with restrictive distribution.

■ "And, at the same time, this type of distribution limited both our volume of sales and our ability to adequately promote the brand, for without sales dollars, there are no advertising dollars. And without advertising dollars, there is only limited consumer demand.

"This led, as you know, to the announcement at the sales conference last year of a revised system of distribution, whereby Sportsman would move into every outlet where our competitors were sold. We have made fine headway, but we still have a long way to go. That will be our main job on Sportsman in these months ahead . . . to get it distributed and displayed—everywhere.

REVOLUTIONARY—*Lip Quick is a new Hudnut product introduced recently.*

"We have talked a good deal about brand images today, and we felt the Sportsman package left a lot to be desired. We had to ask ourselves, objectively, does a flying fish—or a mallard on the wing, or a pheasant—connote the sophisticated sportsman? We had to ask ourselves, at the same time, whether the almost sterile green and white packaging conveyed a striking enough impression for a product which had to pretty much sell on its own from a rack or counter display. Again, we found something lacking.

"So, the first thing we did was to hire some of the best artists in America to re-design Sportsman packaging. And, as you'll see, we have given a 'new look' to the line—a new image that connotes the sophisticated sportsman—a new use of color that communicates from the counter and catches the eye.

■ "Now that was external surgery—the face-lifting I referred to before. What about the blood transfusion I mentioned? Well, that was a many times more difficult job, but it has been accomplished.

"The heart of Sportsman is fragrance. Shaving lotions, colognes or deodorants—whether our own or someone else's—are basically of similar construction. The big difference is the fragrance, the odor the product gives off and leaves with the wearer. And, for a man, this is an especially difficult problem, because it cannot be too feminine or too masculine. It has to appeal to the man who wears it, but even more so to the woman who buys it and who eventually sniffs it at close range.

"For many months during the past year, we have been sniffing. And when our 'sniffers' got a little worn out, we hired outside 'sniffers.' Finally, this spring, the results were in—and unanimous. For the first time in many, many years, Sportsman will have a new and superior fragrance. We have already begun production of this fragrance and incorporated it into all new stock of Sportsman being produced. The packaging will follow the fragrance.

"But, new look or old, the important thing for you to know is that Sportsman has come to life. Last month you saw it promoted on the George Burns-Jack Benny television special, and occupying a full page in *Life* just before Father's Day. Let me just say that this type of aggressive, distinctive advertising will continue, and we will give Sportsman all-out support for Christmas—our major selling season of the year.

"Now, I'd like to move into the area of new products—some to be introduced this year, others coming up for 1961.

"Color Glo, our hair coloring rinse, is essentially a new product, even though it has had several years in the marketplace. In the first place, we have given the product a complete face-lifting, and I think you'll agree that this new look is most becoming.

■ "Secondly, we have a new appeal—not new to those of you who witnessed its testing in 15 cities last summer, but a tried and proven appeal which lifted the sales of this brand by 37% after it appeared. I'm speaking, of course, of the 'waterproof' appeal, and the striking white towel demonstration. Color Glo will be intensively promoted this season.

"Now, let's talk about a product with a somewhat similar name, but a vastly different purpose—Cool Glow.

"In consumer testing, the product came through with flying colors. In fact, one of the highest satisfaction rates we have ever enjoyed for a new product. In test cities, we found almost a magical response. In its first month on sales in two of the three test markets, Cool Glow actually sold through to the consumer at a higher rate than almost every facial cleanser on the market—far outselling such established brands as Pond's, Lady Esther, Deep Magic, Revlon's Clean & Clear and our own DuBarry face cream. In Phoenix, Cool Glow actually outsold Noxzema, a $10,000,000 a year preparation."

Advertising Age reported that national introduction of Cool Glow was set for July 1 (AA, June 27).

He continued: "The orders on Cool Glow are much better today, and it looks as though we will come closer to our original goals than was apparent a month ago.

■ "There are some additional new products coming along in which we who have been party to the maternity plans share great excitement. One of these products has already been test marketed; three others are being readied for that state. But let me tell you first about one success which is most unusual.

"The product is Stacomb—one of the oldest and greatest names in men's hair dressings.

"Those of you who have been around for some time have either used or sold Stacomb in the past. It was on sale when I was just a boy, and I still recall the patent leather look of its models in the advertising of the '20s. But the Stacomb we are talking about today is a far different fellow than his grandfather, of the flapper era.

"The product has been completely reformulated, repackaged, and, to coin a word, re-researched.

"The market for men's hair dressings has grown rapidly—today it is a $60,000,000 business. And we want a part of it.

■ "Let me tell you briefly of our experience.

"Stacomb has been a part of our company's Standard Laboratories division for some years—and like Sloan's liniment, Kickapoo Juice, and Hobson's Corn Huskers hand lotion, it was being 'milked out' and maintained just to satisfy that hard core of customers who will never change brands once they find a satisfactory product.

"But Stacomb was not, to all intents and purposes, a satisfactory product in today's marketplace. It was a greasy preparation, and it based its effectiveness on lanolin, an ingredient which has had its day in the sun.

"For six months of 1959, our laboratories worked on the development of an improved Stacomb formula. For another six months the product was consumer tested. It came through with flying colors.

"Five months ago it was placed in test markets, and from the first its success was apparent. It not only outsold Top Brass and Command, the only two major advertised brands at the same $1 price level, but competed successfully against all brands by achieving a large share of the market. Actually, in two of our three test cities, Stacomb outsold any single size of Wildroot, Vaseline, Vitalis, or Brylcreem.

■ "We studied competitive products and the ways in which they were promoted. It soon became apparent that they were all after the same market—the young, athletic type who was out to win the gals.

"Instead, we set our sights on you, with the thinning hair, you with the terrifying bald spot, you with the retreating hairline. And so our advertising, backed up by our laboratory studies, proclaimed, 'Gives 62.4% more body to thinning hair.' Did we reach our target, the man past 30 who is worried about his hair? Research shows that 60% of Stacomb purchasers were over 30 years of age.

■ "Let me tell you about some other new products which are either under way or in market tests right now.

"Head Start, our revolutionary hair spray with the exclusive mist-control cone, is just completing its ninth month in test cities. If the present trend continues Head Start may be one of your prime volume items in 1961.

"This Christmas, you are nationally going to be test marketing, a most unusual new product. You may look at the new Cloudsilk 'triple feature' compact as merely a Christmas novelty concept. Believe me, it is far more than that. We called it 'triple feature' because it contains two extra puffs, making three in all for the compact user. The two puffs are concealed in a special compartment behind the usual compact mirror. What this means is that a woman need no longer continue using a soiled powder puff because she doesn't readily have a replacement or refill puff handy.

"This is the first real development in compacts in many years, and we have applied for a patent to cover our unique item.

"Now I wish we could say we are always successful with our new product program. But we aren't.

■ "For example, we test marketed a medicated shampoo called Freedom this past year. The product performed well in consumer tests and even did well in test markets. But upon analysis, it would have cost us an investment of many millions of dollars to successfully launch it on a national scale in the highly competitive shampoo market. We have passed this one by for the present.

"Almost half of our Hudnut volume this past year was traceable to products not even in existence in 1958. I believe this will be an even greater percentage in 1961." #

Sylvania Names Connor Senior VP, Marketing

George C. Connor, eastern regional sales vp of Sylvania Electric Products, New York, has been named senior vp, marketing. He succeeds Barton K. Wickstrum, recently named executive vp of General Time Corp., New York.

George Connor

Mr. Connor will have corporate responsibility for Sylvania's eight operating divisions, whose sales totaled over more than $450,000,000 in 1959.

TV Ad Must Telescope Details, Carter Says

(Continued from Page 1)

eration the practical limitations imposed by the time element involved and expediencies necessitated by photographic reproduction used in television broadcasting."

Their answer further states:

"The members of the purchasing public, who also constitute the viewing audience, are not so naive or so easily misled as not to realize that certain photographic license must be taken in many instances in order to represent various situations within the time and other limitations imposed by television commercial photography. If this were not so, most of the pictorial representations now on the air would be impossible to present.

■ "In advertising hair wave products, cake and dessert mixes, cosmetics, laundry soaps and detergents, and a host of other products, the audience is not deceived by the fact that the end result shown seconds after the introduction of the product is in actual fact achieved only after the elapse of many minutes and, in some cases, hours.

"So, in depicting the drying-out process of a low moisture shave cream, the speed-up necessitated by the medium involved is accepted by the viewing audience merely as a pictorial representation rather than an actual reproduction. Carried to this logical conclusion, any other approach would necessarily mean a termination of most television advertising."

Carter and SSC&B also denied that the FTC proceeding was in the public interest. In their answer, they said the lather commercial was "permanently withdrawn from the air" on Feb. 9, 1960. "It has not been used again and will not be used again," the answer stated.

"In view of the respondents' voluntarily and permanently discontinuing the advertising material objected to by the Federal Trade Commission, the complaint herein seeks to correct the situation which has become academic.

"The preparation and issuance of the complaint, the preparation and filing of the answer, preparation for the hearing and attendance at the hearing on the part of the respondents and representatives of the Federal Trade Commission involve the expenditure of a great deal of time and money for the theoretical purpose of accomplishing a result which has already been achieved.

■ "It is certainly not in the public interest to expend government funds for this purpose nor to impose on business men and corporations the onerous burden and expense of defending this action when the public can derive no benefit in addition to what has already been accomplished. Under such circumstances, the issuance of the complaint herein is, in fact, contrary to the public interest."

This is the third proceeding in recent months involving tv ads for shaving products, and the ninth major tv case since FTC initiated intensive monitoring of tv commercials last November.

FTC has scheduled hearings for Lever Bros.' Pepsodent toothpaste for Aug. 16 in New York.

Libbey-Owens-Ford; Brown & Williamson (Life cigarets), Arthur Murray Inc. and Standard Brands (Blue Bonnet margarine) have agreed to consent decrees.

No hearings have yet been set for Colgate's Rapid Shave; Aluminum Corp. of America (Alcoa Wrap) and Eversharp's Schick electric shaver.

Last week FTC reached an initial decision on Colgate Dental Cream with Gardol, forbidding Colgate to claim that Colgate offers complete protection (AA, Aug. 8). #

'Newsweek Int'l' Shifts Printing to London

Newsweek International, effective Aug. 30, will shift its European printing operations from Amsterdam to London. The magazine said the move will provide faster distribution, larger page size, and better use of color due to higher speed printing equipment in London.

Silverman to 'Cue'

J. Herbert Silverman, formerly with Conde Nast Publications, has joined *Cue*, New York, as sales promotion manager, a new title.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines — a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

LIFE

GETS MORE VOTES THAN
POST OR LOOK
(OR ANY MAGAZINE)

WITH ADVERTISERS OF
PASSENGER CARS AND
VEHICLES

(JAN.-JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$8,284,478
2.	Saturday Evening Post	6,034,365
3.	Time	3,510,522
4.	Look	3,234,984
5.	Reader's Digest	2,031,750

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

Learn More About Ad Field, Then Apologize, Says Burnett Ad; Politicos Silent or Beg Off

(Continued from Page 1)

accept Burnett's offer to visit the agency for a week to observe the processes of admaking.

No comment was forthcoming from the other two, Republican Gov. William G. Stratton of Illinois and Sen. Frank Church (D., Ida.). These three, in speeches before the recent national political conventions, made unfavorable references to advertising on "Madison Ave."

■ Mr. Burnett told AA that within three days after the *Journal* ad he had received between 300 and 400 letters and wires on the invitation, with the response "overwhelmingly favorable." He said the letters came from people both within and outside the advertising industry.

His motivation for running the ad was simple, the agency chairman said: "We thought something should be said, and we said it." The agency plans no further moves in this vein, he added.

In commenting on his invitation to politicians to learn more about the advertising business, Mr. Burnett noted a similarity between advertising and politics. "If people knew more about politics, they would make fewer unfavorable comments about politicians," he said.

The favorable letters, Mr. Burnett said, ranged all the way from lengthly dissertations to one from an agency executive whose letter read, *en toto*: "Me, too."

Among the dissenters—about 2% of the total—was a letter from an anonymous person who asked, "Why harrass these eminent people?"

Mr. Burnett sent copies of the ad to the three politicians in advance of publication, along with a letter attesting to the sincerity of the invitation.

■ Gov. Brown replied to the Burnett ad with this comment: "I found your letter and the attached advertisement from the *Wall Street Journal* most interesting. Let me say first that while your offer to have me visit and observe your operations is an intriguing one, I simply do not have the time. I would like to know more about the fascinating field of advertising and I am just sorry that the demands of my position make such a visit impossible.

"With respect to the references to advertising in my address to the Democratic National Convention, I think you are perhaps a little too sensitive. I had always felt that political figures tended to be too sensitive, but I think they have found their peers.

"It was not my intention to disparage advertising itself, which I have always regarded as a very useful business, playing a major role in our country's development, when I said that answers to urgent national problems of our day will not be found at Burning Tree, at BBDO or solely at the Bureau of the Budget.

"I was not criticizing any of those substantial and worthy institutions of our society. I was simply declaring that despite recent history, these were not the proper places to determine national policy.

"My point is not that advertising itself is bad; my point is that public policy should not be treated as if it were a commercial product to be packaged and sold like soap or cereal. I hope and believe that you and the other leaders in the advertising business agree with me."

■ Sen. Church, 36-year-old Democratic convention keynoter from Idaho, relayed today via Advertising Age a curt "no comment" to Mr. Burnett, in response to its "open invitation."

■ Sen. Church was unaware of the Burnett ad until AA queried his press aide. In fact, the aide was unfamiliar with the Burnett agency and seemed to regard the ad copy as a publicity stunt which did not deserve a response.

In his attack on the Republican party at Los Angeles last month, Sen. Church told the Democratic convention and a national radio and tv audience that after President Eisenhower's election in 1952, "Madison Ave. eagerly took charge and a barrage of bland ballyhoo soon filled the land."

At another point, the youthful orator questioned whether our prosperity is "wholesome," stating: "I submit it is a pitchman prosperity, the kind that results when government is run by hucksters not unaccustomed to selling inferior products by wrapping them in bright packages."

Sen. Church is not a member of any Senate committee dealing with advertising matters, although he formerly served on the Senate post office committee.

■ Gov. Stratton, made no comment on the ad, but his office expressed surprise that he was included among those who Burnett said "spoke disparagingly" about advertising.

The governor made only one reference to advertising in his speech to the Republican convention. "We want flesh and blood on our ticket, not a pale creation or image of Madison Ave.," he said at one point in his talk.

An aide said he did not expect that the governor would reply either to the ad or to the Burnett letter.

■ Other admen were invited to express their opinion of the Leo Burnett invitation, and their comments are reported below:

John Hoefer, president of Hoefer, Dieterich & Brown, San Francisco, declared: "The message in Mr. Burnett's ad is indicative of just exactly the kind of thing more people in the advertising business should be doing. It is time for us to stand up and be counted. I can see no reason why we should continue to be complacent sitting ducks for rabble rousers or uninformed attackers of advertising who indict the business because such indictment serves their own motives.

"I am in complete agreement with the thoughts expressed by Mr. Burnett," Mr. Hoefer said, "and was tremendously impressed by his offer. I think one of the basic troubles often is a lack of clear understanding of the contribution which advertising has made to this economy of ours, and Mr. Burnett's invitation to come and see advertising people in action would be one of the best possible cures to this problem.

"I don't know any group of people who work harder than those in the advertising business, and such an opportunity to see Mr. Burnett's agency at work would help tremendously to clear up the general misapprehensions about advertising," he added.

■ Walter Guild, of Guild, Bascom & Bonfigli, agency for the Democratic party, would not comment on the ad, but noted that "for people in advertising to latch onto something like this simply keeps the pot boiling. There's nothing deader than last week's keynote speech, and nothing can be accomplished by shaking one's finger."

■ Charles W. Collier, exec vp, Advertising Assn. of the West, told AA that "the AAW feels strongly that we should at all times take steps in a constructive way to answer criticisms of advertising by pointing out that advertising is perhaps the most powerful economic force in our lives. Even though there have been abuses of advertising, as there will be of almost everything, we must continue to speak up and point up the particular values that advertising offers. Mr. Burnett has rendered a service to all of us by running this kind of an ad."

■ Mr. Collier also reported that the AAW has received a request from California's Governor Brown, one of those to whom the Burnett ad was directed, to designate an advertising task force to assist in conducting a state-wide non-partisan "register and get out the vote" campaign.

"I agree with Mr. Burnett's sentiments and believe that it is a good thing for people in the business to defend advertising in a positive rather than a negative manner," said Louis Honig, president of Honig-Cooper & Harrington. "This is exactly what Mr. Burnett did, striking a particularly fine note when he issued the invitation to go to Chicago and take a look at the operation of his agency."

■ David Botsford Jr., president, Botsford, Constantine & Gardner, said: "Mr. Burnett's action in placing this kind of an ad certainly was a fine way of dramatizing the concern which advertising people are now feeling over attacks on their business. Both political parties were guilty of some unnecessary criticism of advertising during their conventions, but I think this represented the politicians' use of advertising as a whipping boy."

■ "It was a brilliant idea and a sound ad," said Earle Ludgin, of Earle Ludgin & Co., Chicago. "I think we (the ad industry) talk an awful lot and do little. I was glad to see the ad."

■ Arthur E. Tatham, board chairman of Tatham-Laird, Chicago, said the ad "did a good job of saying something that needed to be said. I enjoyed it very much," he added.

■ Fairfax Cone, chairman of the executive committee at Foote, Cone & Belding, termed it a "splendid ad. I think it was interesting not only to those in the industry, but to everyone who saw it," he said. "It was very much to the point."

■ "I think the invitation extended to these government officials is a good idea," said Maurice Needham, "and Needham, Louis & Brorby will be happy also to have them spend a week in our office. This should be no great inconvenience for them if they visit Leo Burnett —we're both in the same building!"

■ Paul C. Harper Jr., exec vp of Needham, Louis & Brorby, added that "agency people don't talk this way to the public often enough. This was a tough answer and a good one to those who find it convenient to snipe at our industry."

■ The *New York Times*, in reporting on the Burnett ad, commented, "It may be that the Burnett advertisement, which more properly might have come from the American Assn. of Advertising Agencies, the Assn. of National Advertisers or the Advertising Federation of America, will do some good by pointing up the very real contributions advertising has made to the economy."

Mr. Burnett sent an advance proof of the ad to Fred Gamble, president of the American Assn. of Advertising Agencies, who wrote back that this "was a courageous and forthright thing to do."

Jacobsen Bromley Gardner Weenolson Mick Tolchin Weingarth Cash

RHEINGOLD CAMPAIGNERS—*The 1961 Miss Rheingold candidates take time out from taping vote appeal announcements to pose with Robert Weenolson, Foote, Cone & Belding, which handles this beer account, and Arthur M. Tolchin, exec vp, WMGM; New York. Oh yes, the girls. They're Peggy Jacobsen, Linda Bromley, Liz Gardner, Janet Mick, Barbara Weingarth and Annette Cash.*

Fairchild Publishes 'Financial Manual of Retail Stores'

The business book division of Fairchild Publications, New York, has published the "1960 Financial Manual of Retail Stores." The manual contains listings of net sales and profits for the past ten years, a 1958-'59 comparison of income account and balance sheet, and names, titles and addresses of officers of 240 publicly-owned retail organizations. Priced at $10 each, copies may be obtained from Kathryn M. Nick, Fairchild Publications, 7 E. 12th St., New York.

Shalvoy, Britton Join Palm

James J. Shalvoy, formerly district manager of *Product Design & Development*, has joined Palm & Patterson, Cleveland, as sales manager. At the same time Harry J. Britton, formerly with Melvin F. Hall Advertising Agency, Buffalo, has joined the agency as art director.

ACLU Favors Slow Switch to All-UHF 70-Channel TV

New York, Aug. 12—The American Civil Liberties Union has proposed a gradual changeover of the nation's television system during the next decade to an all-uhf 70-channel system.

■ The ACLU, in a letter to Frederick W. Ford, chairman of the Federal Communications Commission, said its recommendation "is based on our conviction that, under the First Amendment, the public is entitled to view a wide diversity of programs in the public affairs, religious, educational, cultural and informational fields."

The group said the changeover from the present 13 channel vhf system would make a wider diversity of programming available, and allow for sponsored shows, subscription tv and stations operated by local governments or other non-profit organizations. #

Swertfager Joins Geyer, Morey as Senior VP

Walter M. Swertfager, who resigned last January as senior vp of Lennen & Newell, has joined Geyer, Morey, Madden & Ballard, New York, as senior vp and member of the agency's management group. A veteran adman, Mr. Swertfager was with L&N from its inception, operated his own agency for seven years and previously served in executive capacities with the old Ward Wheelock Co.; Seagram-Distillers; Lord & Thomas, and Vacuum Oil Co.

Walter M. Swertfager

Geyer, Morey also has named Edwin J. Heaney, account executive on Sinclair Refining Co., and Roland G. James, an art director, vps.

A. J. Wood Names Kaiman

Ivan Kaiman has been appointed project director of psychological procedures of A. J. Wood Research Corp., Philadelphia. Prior to joining Wood, Mr. Kaiman was a clinical psychologist at hospitals in Louisiana and New Jersey.

Videodex Network TV*

July 5-11, 1960

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	28.7
2	Ed Sullivan (Colgate-Palmolive, Eastman Kodak, CBS)	26.1
3	The Untouchables (Several sponsors, ABC)	25.8
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	25.7
5	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	25.5
6	77 Sunset Strip (Several sponsors, ABC)	24.6
7	Miss Universe (Procter & Gamble, CBS)	24.4
8	Alfred Hitchcock Presents (Bristol-Myers, CBS)	23.9
9	Perry Mason (Several sponsors, CBS)	23.4
10	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	23.2

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	12,500
2	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	11,300
3	The Untouchables (Several sponsors, ABC)	10,900
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,200
5	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	11,100
6	77 Sunset Strip (Several sponsors, ABC)	10,500
7	Miss Universe (Procter & Gamble, CBS)	10,500
8	Alfred Hitchcock Presents (Bristol-Myers, CBS)	10,300
9	Perry Mason (Several sponsors, CBS)	10,100
10	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	10,000

* Homes viewing in cities where program is telecast.

**Listed in sequence of rating level from first table.

Beckjorden Tompkins Biederman

FESTIVAL TIME—*Festival queen Maurie Tompkins was the featured attraction at the salute to the annual Michigan cherry festival held recently in New York by the Paul Bunyan Network and Franklin Simon specialty shop. Shown en route to one of the parties for advertising and agency men are Elisabeth M. Beckjorden, station network representative; Les Biederman, president of WPBN-TV, Traverse City, and WTOM-TV, Cheboygan, Mich., and Miss Tompkins.*

Sam Weissman Opens Studio

Sam Q. Weissman, formerly an art director for Monroe Greenthal Co., will open his own design consulting studio Aug. 19 with offices at 349 E. 49th St., New York. It will specialize in merchandising for the motion picture field as well as industry.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

LIFE

GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF
MAJOR APPLIANCES

(JAN. - JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$2,480,251
2.	Saturday Evening Post	2,295,087
3.	Better Homes & Gardens	1,258,787
4.	Look	926,581
5.	Good Housekeeping	737,981

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

ADVERTISING COPYWRITER—PLUS

Leading farm and industrial equipment manufacturer in Middle West seeks writer interested in long-term association. Initiative and imagination essential to develop all types of advertising materials. Challenging position with opportunity for advancement. Ideal working conditions. Salary commensurate with ability. Write in confidence, giving resume and salary requirements.

Box 3957, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED ADVERTISING SALESMAN

Leading publication in construction and industrial field has desirable opening in Midwest. Compensation in $9 - $10,000 range, plus bonus to man who can take over and manage going territory. Excellent opportunity for growth as well as management possibilities. Age 30-35. Good background in industrial or construction market preferred. Send full resume to:

Box 3991, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MAN

Chicago office of 4A Agency has opportunity for young man 1-2 years experience. Art experience helpful. $6000-6500. Reply briefly in confidence to

Box 3992, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Production Mgr. for small agency on N.W. side of Chicago. Heavy background in handling newspaper space desirable. Client contact desirable. Give full details including earnings in first letter.

Box 3993, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

WRITER 22-25

Michigan agency; poultry accts. Your flair, not experience, important. Real opportunity, surprising benefits. Detailed resume a must.

Box 3994, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALES VICE-PRESIDENT

—Unusual, once-in-a-lifetime opportunity to become part of aggressive management team of new, but proven, high-quality industrial magazine. The man we want is an experienced industrial space salesman capable of earning $50,000. Must be a hard-worker, one who lives and breathes his job. Either $10,000 investment or ability to support self for six months required in return for guaranteed old-time, very-high straight commission in 6-state area surrounding Cleveland. $50,000 annual commission potential within two years. Magazine serves the most dynamic market in U. S. Send resume.

Box 3994, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER

Old established agency has an opening for an advertising copywriter with experience in industrial and trade advertising. Must be able to understand and present technical products. Send resume and letter describing qualifications and salary requirements. All replies confidential.

Box 3996, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR ARM FOR YOUR AD AGENCY?

Veteran publicist will organize and run same for mutual benefit. Top references.

Box 3997, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

TOP SECRETARY FOR ADVERTISING AGENCY

If you are an ambitious secretary with advertising experience, preferably in an advertising agency, and you have a college background, here is an excellent and better paying opportunity in one of the traditionally fine and well-known national advertising agencies. Convenient Michigan Avenue location. Phone **Andover 3-3138** and ask Miss Heald to arrange appointment.

POSITIONS WANTED

FREE LANCE LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—

T. J. McLoughlin MI 2-3655
610 N. Michigan Ave., Chicago 11, Ill.

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

Box 3895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A.E./A.M. YOUNG SOUTHERN PRO

10 yrs PR & 4A agcy AE/media/copy/prod/mktg; real crea expr, foods to industs; $10-$12M; prefer Sou/S'wst; 34; family.

Box 3998, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL-PROMOTION PRO

Idea generator. 12 yrs. strong copy, layout and production exp. in auto. and pub. Solid foundation in speciality sales. 35. Wants highly creative and challenging spot. $10,000.

Box 3999, ADVERTISING AGE
360 Third Ave., New York 17, New York

AGRICULTURAL CONSULTANT

Man with nationwide knowledge and acquaintance in livestock and agriculture. Lifetime experience editorial writing, editing, advertising. Well versed all phases production, market trends, economics. Counsel offered. Retainer or fee basis.

Box 4000, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

MEAT SPECIALIST IDEA MAN

Will qualify for top or near top position, grade AAA or blue chip ad agency, council, association, board, chain, corp., co., institute, manufacturer, wholesaler, etc. One of country's blue ribbon meat men. Unique qualifications. Good public speaker, creative writer and presentations, author of several well-known meat books and research projects, liaison, troubleshooter, marketing and research know-how. A self-starting individual, high morals, not a yes man, gets jobs done with a minimum of effort, calm. Is very cost-minded: Salary range $20,000 to $25,000 depending on services required. Well-known references. Young enough for 25 years more of industry service. Performance guaranteed or your money back at end of first year. Available soon or future date. Will relocate.

Box 4001, ADVERTISING AGE
630 Third Ave., New York 17, New York

ATTN: AGENCIES-MANUFACTURERS

Versatile account man with background as forceful writer. Strong on publicity, media, budgets, prod. 9 yr agencies & mfrs. Diversified exp.—M.G., industrial, automotive, housewares, etc. Journ. grad. Age 34. Family. Will relocate for right spot.

Box 4002, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITING—MERCHANDISING

Advertising is selling, and if your Chicago agency needs a man (29) with exper. in retail sales (4 yrs., incl. manag. my own store); writing (5 yrs. 5—magaz. articles & promotion, direct mail, newsp. ads), and prof. photog., plus B.S.J. from Medill, write

Box 4003, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WORTH MORE TO YOU THAN A SOLID GOLD SMITH-CORONA

When deadlines tighten, and clients blaze the icy eye, it's the pro's, not the semi's, who see and do things **your** way p.d.q. So you'd soon learn to treasure this visualizing copy pro. Drugs (ethical, too) foods, soap, furnishings, appliances, cosmetics, etc. in medium and large N.Y. agencies. Interview will show TV, print, radio, trade and sales promotion campaigns strong enough to stretch. Direct mail pulled up to 43%. Staff or free lance. N. Y. City only.

Box 4004, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Seasoned ad-man, ad sales industrial papers, magazines, syndicated services. Prefer metropolitan area selling to manufacturers and agencies. Minimum $10,000. R. Hanlon, Box 1193, Indianapolis 6, Ind.

ADVERTISING AND SALES PROMOTION MANAGER

Eleven years of sales, sales promotion merchandising, marketing and advertising make a well rounded package to help you to the most efficient and effective use of your advertising and promotion dollars. Salary $12 to 15,000. Write

Box 4005, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LOOKING FOR TALENT?

Young (25) copy writer seeking position with Chicago agency. Presently writing all copy for large drug manufacturer. Versatile, creative—requires challenging work.

Box 4006, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR-LAYOUT ARTIST

On national accounts. Desires change to smaller midwest agency with greater challenge to creative thinking.

Box 4007, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Here's a top young food AE who likes hard work—and has plenty of 4A agency mkg exp on blue chip accts to go with it.

Box 4009, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER-ACCOUNT EXECUTIVE

25 years experience industrial, consumer-agricultural, with enough business to pay most of salary, wants Chicago agency connection.

Box 4010, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"FRANKLY, S.L.-I'M YOUR MAN!"

12 yrs. solid ad experience. Exceptional creative ideaman. Experienced with IBM for addressing, sales & market analysis. 33, family, avail. immed., any location.

Box 4011, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES TOP NOTCH-YOUNG-EXPERIENCED

Box 4012, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Publishers' Representative for 57 year old Musical Trade Publication Completely revitalized leading publication offers Eastern Territory on a 15% commission basis only to a man who actively makes calls.

Box 3988, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE OPPORTUNITY. Leading 23-year old food publication, No. 1 in its field, has opening space salesmen, salary plus bonus. Age 28-38. Write

Box 3989, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEWEST PROVEN "OFFBEAT" MEDIUM distributed thru Supermarkets & Drug chain. Available to advertisers on local, regional & national basis. 4 year successful history—now expanding. High commission. Many territories open. Send complete info to **Box 125, Ardsley, N.Y.**

PUBLISHERS REP with well known publication seeks Chicago rep with non-competing book for mutually profitable arrangement.

Box 4008, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"BOAT NEWS"—"POOL NEWS"
Representatives for these 2 proven fields. New weekly publications w/guaranteed circulation. Need experienced reps for Dallas, Houston, New Orleans, St. Louis, Seattle and Portland.
General Publications, Ltd., 356 S. Western Ave., Los Angeles 5, Calif. Phone DUnkirk 7-8201.

BUSINESS OPPORTUNITIES

FRENCH LESSONS

Experienced native teacher, TR 9-4282 between 11 and 5.

MISCELLANEOUS

ADVERTISERS WANTING TO SHARE SPLIT RUN IN LIFE MAGAZINE

Series of full page ads starting in October. Please contact **Bill Collins, 856 Rio Grande Bldg., Dallas, Texas.**

Apartment to Rent:
Small modern apartment on magnificent Estate Nassau county commuting distance. **PE-6-4696.**

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC. 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

The Leading Copy Writer We Want Must Want to Come South

ABILITY AND EXPERIENCE MUST QUALIFY HIM AS ASSOCIATE CREATIVE DIRECTOR—HE MUST BE A "TOP" WRITER FOR ALL MEDIA—WITH A RECORD OF ACHIEVEMENT IN DRUG AND COSMETIC ADVERTISING

One man who reads this will probably be the man we want. He will *want* to come South for one or more reasons: Possibly he or his wife is from the South; maybe he "wants a change" from Madison or Michigan Avenues; wants to live "the good life" with "good neighbors" in a friendly city of over half a million; wants to live in a milder climate; wants to work with pleasant associates in a congenial environment, where he can live in city or country and still be only minutes from our offices.

YOU'LL LIKE WHAT WE HAVE TO OFFER, BECAUSE:

1. **You'll have broad creative freedom in an agency of over 50 grand people. No "politics," none of the usual account hazards. No "ulcer atmosphere"!**
2. **An endless challenge to your best creative thought on a large variety of products. Zestful interest in your work that constantly demands your best advertising and promotional skill.**
3. **You'll be a top team member to help to originate, test and launch new products, guide present products to greater success. And you'll get full recognition for everything you do.**
4. **You'll also be playing an important part in making advertising work harder for one agency client that is included among the country's 100 leading and fastest growing advertisers; enjoy close contact with this client's advertising, sales management groups.**

A top salary for a top man: If you are 35 to 45 with a proved record of initiative, application and all around creative ability—seasoned experience including successful copy writing on proprietaries and cosmetics in print, air and all media—our salary range is adequately in keeping with the qualifications offered. Write fully, sending complete resume and all pertinent data. Our organization knows of this advertisement and the man we seek will be welcomed by everyone. All replies will be held in strict confidence. Address Avron Spiro, Sr., President, Lake-Spiro-Shurman, Inc., Radio Center Building, Main and Union, Memphis, Tennessee.

AD AGENCY WANTED

Top ad executive wants to acquire substantial interest in established progressive agency. Can contribute cash, billing and ability. Write in confidence.

Box 333, Advertising Age
200 E. Illinois St.,
Chicago 11, Ill.

WRITER

(Live a Little!)

Come with us and you'll work on the Eastman Kodak account.

If you know photography, so much the better. More important is that you know people and how to reach them with words.

You'll have the opportunity to contribute ideas on all of our accounts. We work that way. Look us up in the "red book" to see what accounts we're talking about.

You'll work with people who know that ideas are the important things in this business, and that those who have them are the important people.

You'll read the evening paper at 5:30, *at home*. You'll watch your kids grow up in one of the finest school systems in the country. You'll work on the outskirts of the city in our own modern building. (We have our own parking lot, too.) You'll be two stop lights away from the N.Y. Thruway . . . seven hours from Manhattan, an hour or so from Canadian playgrounds.

You'll be amid all the culture you can handle. You'll enjoy four seasons of sport and beauty. (There must be something you can do in the Adirondacks when you get tired of swimming in the Finger Lakes and taking pictures of Niagara.)

Our three offices are billing over $10-million and prospects are splendid. We pay well, have incentive programs, offer stock participation, and come equipped with all the other fringe benefit jazz.

Write and sell us that you're the man for the job.

P.S. You'll like our coffee machine, too.

Creative Director
The Rumrill Company, Inc.
1895 Mt. Hope Avenue
Rochester 20, N.Y.

NEW YORK'S PRETTIEST!

Models and Showgirls, ready at a moment's notice for any Advertising, Illustrative, or Photographic assignment. See Photos and Resumes in New "SHOWGIRL," magazine. Trial Subscription $1.00. Sample 35¢

A. RICARDO, PUBLISHER
1170 BROADWAY NEW YORK 1, N. Y.

COPYWRITER

Major agency serving large national accounts is looking for a talented, ambitious young writer (under 40) interested in a very real opportunity. Location: large midwest city, not Chicago. Write giving full details including salary requirements. All negotiations confidential. Our employees know of this ad.

Box 334, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

It's always too late when you wait!

COPY-MEN! NOW!

Dozens of old friends—prominent in advertising—are asking us **NOW** for copymen. Read and see.

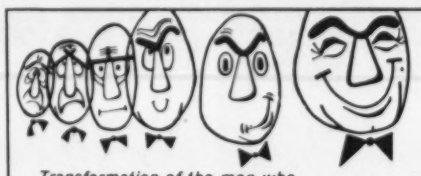
CUBS—with "some" experience. For Agencies and Departments. $5200 to $7500.

ASST'S.—for copy men, acct. execs and ad mgrs. Big demand for bright young men. $6000 to $10,000.

WRITERS—Red hot openings. (A) For industrial and/or consumer ad copy—$9000 to $15,000. (B) House organ writer-editor—to $12 000. (C) Pub. Rel. writer—to $12,000. (D) Ass't. to copy chief—to $12,000. (E) Copy-creative director—to $20,000.

Write, 'phone or come in—**NOW.**

Cliff Knoble—Consultant
Advertising-Marketing
IMPERIAL PERSONNEL
37 So. Wabash—Chicago—Fr. 2-4233



Transformation of the man who entrusts his personnel problem to

Melba Oliver **SPECIALIZED PERSONNEL SERVICE, INC.**
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS . . . PLACING YOU IS OURS!

Melba Oliver
1229 NATIONAL CITY BANK BLDG., CLEVELAND 14, OHIO
PHONE: TOWER 1-8165

NEED: *Sales and Service Representative—*

for

Four-Color Separation Negatives

Will be able to quote prices, with substantial savings, to users, 3-week delivery, and excellent quality. Must be experienced in this field and be able to give service and assistance to customers.

Box 329, Advertising Age

200 E. Illinois Street • Chicago 11, Illinois

Advertising Age Needs an Editorial Man in Chicago

We need another man for the Advertising Age Chicago editorial staff. He should be young enough to find life exciting, old enough to know his way around. News writing background is essential, knowledge of the advertising business extremely helpful. Write (don't call) giving your qualifications and experience, and your price range, in complete confidence, to J. J. Graham, Managing Editor, 200 E. Illinois St., Chicago 11.

Better Jobs and Lower Fees

AD MGR. major mfg. co.	15-20M
A.E. consumer food field	12-20M
A.E. young pet foods	8-10M
COPYWRITER prop. drug	OPEN
COPY CHIEF fashions	10-15M
SALES PROM. appliances	10-15M
SALES PROM. bldg. products	10-12M
MARKET RESEARCH 5 yrs. expr.	10-12M
ART DIRECTOR layout abil.	10-13M

Send us 2 complete resumes, including past earnings, for confidential handling.

WALKER
83 So. 7th Street, Mpls. 2, Minnesota

WANTED
MIAMI AREA
ADVERTISING AGENCY

Fast growing organization wishes to purchase outright or merge with growing agency for the purpose of expanding activity in the Florida area. Agency must have proven ability in handling existing accounts and acquiring new business. All replies will be kept in strictest confidence.

Box 332, Advertising Age
200 East Illinois Street
Chicago 11, Illinois

TOP JOB AND TOP DOLLAR FOR MAGAZINE PROMOTION MAN WITH MANAGERIAL SKILLS

Our Promotion Director is seeking a departmental manager who combines a thorough knowledge of the craft—and takes pride in his craftsmanship—with the ability to organize and supervise a staff capable of converting creative ideas into the realities of a vigorous and original promotional program. Yes, creativity is needed. Yes, experience is essential. But our priority need is for the one promotion man in a hundred or a thousand who has the drive and the tact, the strength and the insights, the savvy and the initiative to forge a team, and to plan and execute a continuing promotional effort which includes advertising, circulation, subscription, merchandising, trade and editorial promotion. As the largest selling and fastest growing 60¢-and-over magazine in the world, we know we can offer unparallelled opportunity and challenge to a man of mental vigor and imagination who can convert great plans and big ideas into the exciting tangibles of a working, producing department. Write at any length you wish; tell us who you are, what you've done, why you think you're the man for the job and what your salary requirements are. Confidential communiques will be respected as such: chances are if you're our man, you have a good job now.

PLAYBOY Magazine
232 E. Ohio
Chicago 11, Illinois
Att.: Personnel Department

This position is in the Chicago (home) office.

EXPERIENCED 4A AD WRITER-BROADCAST PRODUCER WANTS UP

This young ad pro has personally won 20 awards for creative work in the past 3 years. His copy sings and sells. His TV & Radio production sparkles. He has 10 years experience in broadcasting and 4A agency creative work — including supervisory and client contact. If you're looking for a creative professional who thinks ads are for selling, write him. He will relocate . . . prefers N.Y.C. Box 327, ADVERTISING AGE, 630 Third Avenue, New York 17, New York

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PUBLIC RELATIONS DIRECTOR

Well established, growing Detroit advertising agency needs a man to manage its Public Relations Department.

Primarily, he should be experienced in the business paper field and personally acquainted with editors in it. The major emphasis would be in metalworking areas. Obviously, he should be a good writer but, even more important, be a *manager*. Above all he must be imaginative and able to initiate projects rather than have them assigned to him.

Salary will be commensurate with experience and ability. In addition, there is an excellent opportunity for future advancement. Replies should be in complete resume form with a statement as to approximate income requirements.

Box 330, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WE'RE GOING PLACES
WANT TO COME ALONG?

New accounts plus healthy growth of our present clients have made possible our third major expansion in ten years. We're enlarging our building with nine new copy offices . . . adding to our personnel with two knowledgeable writers with previous agency experience. If you have a proved ability to create ideas and write highly original copy, we'd like to have you go places with us. We're a $2¼ million agency located where you can enjoy small city living—big city advantages. And you'll participate in an outstanding profit-sharing pension plan, plus bonuses and a liberal hospitalization insurance plan. If you're interested, write us detailing your qualifications and why you think you're the man for us. You'll hear from us right away.

Howard Swink, President
HOWARD SWINK ADVERTISING, INC.
372 E. Center Street, Marion, Ohio

Fine job for
GIRL
WRITER
at C&W

Like all men, we are influenced by the woman's point of view and we like it that way.

We need a girl who has the gift of perception—and intuition—and can write print copy like a dream.

A girl with ideas and verve and spirit. For this is a happy ad making family and there's room for one more at the table.

Please mail your resume to me. The facts. We may have a profitable and interesting proposition for you.

Arch Macdonald (Creative Consultant)
Cunningham & Walsh, Inc.
6 North Michigan Avenue
Chicago 2, Illinois

Agencies . . . Ad Managers . . . Art Studios:
CUT DOWN YOUR OVERHEAD!

Expert free-lance copywriting is available any time you need it . . . and only when you need it! Fast, professional, part-time service backed by 10 years of national and local consumer, retail and industrial experience. Top references.

HOLDEN ADVERTISING
6620 W. Diversey Ave., Chicago NA 2-6355

Our 49th Year

ART DIRECTOR—graphic midwest agency	$10,000
SPACE SALES—consumer pub. midwest territory	8,500+
COPYWRITER—animal feed-medicinal—small town	7,000
JR. COPYWRITER—some exp. good potential	6,500

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

WANTED — Experienced Copy Writer—with fresh ideas and ability to plan and create institutional type advertising, publicity and public relations projects. Opportunity to work for a leading promotion-minded Blue Cross Plan which also retains advertising agency. For diversion and recreation . . . only 2 hours from New York and popular New Jersey beaches, 1½ hours from Philadelphia and the scenic Pocono mountains. Starting salary open. Mail resume to—**Mr. Earl G. Wray, Jr., Mgr., Lehigh Valley Blue Cross, 17 N. 7th St., Allentown, Pennsylvania.**

PUBLIC RELATIONS DIRECTOR

Are you considering setting up a Public Relations unit within your agency? Held to one man or few, but expertly guided? Successful Public Relations Director in charge of top 4A agency P.R. Department is your man—to head up—or join with, in creating and developing profitable inside unit. Agency as well as client P.R. products. All forms of communications: Wire services, Newspapers, Publications, TV-Radio, etc. Package goods to appliances, consumer or trade, industrial, institutional, corporate, financial, brochures, conventions, etc. Prefer New York City or environs: or can operate as New York-based division. Write:

Box 331, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Wanted
Sales Manager for Business Publications

We have an opening for a high-grade, experienced business paper salesman to serve as sales manager of two successful monthly publications in related fields. Headquarters, New York.

Man must be experienced, with demonstrated ability to do creative sales job, and capable of directing efforts of salesmen, promotion people and others.

Compensation will be substantial, with bonus, profit-sharing and other benefits. Send complete information and photograph with first letter.

Box 335, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

FOR EXECUTIVES ONLY

- Sr. & Jr. Account Executives
- Marketing & Market Research
- Copy Writers
- Public Relations

Positions now available from $5,500 to $62,000

DRAKE PERSONNEL, INC.

29 East Madison Bldg. • Chicago 2, Illinois • Financial 6-8700

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1082
127 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

INDUSTRIAL COPYWRITING AND SALES PROMOTION

Heavy equipment manufacturer has immediate opening for competent writer 25-35. Must be capable of handling variety of promotion writing such as house organ, direct mail, dealer material and special promotion. Job scope will also include other phases of advertising and promotion. Ideal family town in progressive Southwest area. Send full background resume and salary required to start. All replies confidential.

Box 320, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

If you've got it—
YOU CAN KEEP IT.

If you have billings of $100,000 or over, we offer a unique proposition. We need someone to service our accounts. Most are small infrequent advertisers. On the one big account we have (over $100,000) all the work comes in a few months in the fall. Then you're through. We are a solidly established (25 years) New York recognized agency with 10 employees. We have ample space for you. Depending on the amount of your billings, you can practically write your own ticket on a salary plus arrangement. Shall we talk it over? Box 236, Advertising Age, 630 Third Avenue, New York 17, New York.

AVIATION WRITER

The Position: Responsibility for copy and creative direction of sales brochures and trade paper advertising of aviation communication, navigation and instrumentation equipment for both the airline and general aviation markets.

Qualifications: An experienced advertising writer with background in flying would be ideal. We'll compromise on the flying background if necessary.

Details: Send your letter of application and salary requirements to **Mr. L. K. Breuer, Advertising Manager, Collins Radio Company, Cedar Rapids, Iowa.**

DON HARRIS NEEDS:

. . . less pressure for a little while. Summer, supposedly dull in his business, looks like after Labor Day. So, again this week, he lists only a few hard-to-fill jobs. His files at Monarch now include extra-good men for most jobs. If you're in advertising or marketing, and provably extra-good, write him and get into his files.

AE, CANDY. An agency job but agency experience not required if the client would respect you as an ad man and candy marketer.....$15-$18M

FOOD COPY-CONTACT. First-rater, in 30's, to handle account completely, including marketing problems. High-standards, small-city agency in over 5-million group. Ex-big agency men like it here.....$15M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

ADVERTISING MANAGER

Full charge of national program for consumer goods company with seven-figure budget. Middle west location, progressive, well-known company, receptive management climate. We want a man in his thirties with knowledge of media, copy, graphics and point-of-sale, able to direct a department of four people and work with the agency. He should have experience with soft goods or other merchandise sold through department stores. Ideally, he will have combination experience with manufacturer, agency and retailer. Reply in strict confidence.

Box 328, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

'Industrial Research,' Fawcett and Shaw Announce Rate Hikes

NEW YORK, Aug. 11—New circulation and rate figures were announced this week by the following magazines:

• **Industrial Research,** a bi-monthly published in Chicago, announced that effective with its February-March issue, circulation guarantee will be increased from 31,000 to 41,000, while the b&w page rate will go from $880 to $1,105.

• **Fawcett Publications,** effective with February, 1961, issues, will increase circulation and rates for *Cavalier, Electronics Illustrated, Motion Picture* and Fawcett Women's Group.

Cavalier will increase its circulation guarantee from 400,000 to 450,000, while the b&w page rate will go from $1,100 to $1,250. *Electronics Illustrated* will increase its circulation guarantee from 150,000 to 175,000 and will boost its b&w page rate from $480 to $560.

Fawcett Women's Group will increase its circulation guarantee from 2,250,000 to 2,300,000 and will boost its b&w page rate from $5,510 to $5,630. At the same time, *Motion Picture's* circulation guarantee will be increased from 1,000,000 to 1,100,000 and the b&w page rate will go from $2,900 to $3,190.

Fawcett also announced that bleed charges for *Cavalier, Motion Picture* and Fawcett Women's Group will be reduced from 15% to 10% on pages and to 5% on spreads, effective with the February, 1961, issue.

• **Shaw Publications,** publisher of *Congratulations* and *My Baby,* will increase its circulation base for *Congratulations* from 550,000 to 700,000 per quarterly issue and will boost the b&w page rate from $5,900 to $7,500. Circulation base for *My Baby* will go from 450,000 to 500,000 and b&w page rate will be boosted from $2,820 to $3,300. Increases on both magazines are effective with January, 1961, issues. #

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

CAN YOU SELL ADVERTISING?

Top industry magazine needs regional manager Cleveland or Detroit. Territory not covered now. Successful sales record required. $9-10,000 plus liberal commissions. Send resumes, in complete confidence, to Box 311, Advertising Age, 630 Third Avenue, New York 17, New York.

WANT TO SAVE MONEY?

Some people read the stock market quotations, but the editorial people at Gebbie Press read house organs. 4,000 a month, as a matter of fact. It pays off, too, because we've shown many a client how to save money on his house organ. **Gebbie Press, 151 W. 48, NYC**

COPYWRITER

Write copy for sales advertising in newspapers, magazines, flyers, etc. Sales advertising experience essential. To $5700. starting salary. Excellent firm. Send resume with letter of application.

Employment Office
Conn. Light and Power Co.
P. O. Box 2010, Hartford 1, Connecticut

Bad Service Cuts Appliances' Glamor, Price Ads Hurt Their Sales: Packard

Geyer VP Tells NARDA How to Make Sales Reach Potential

WASHINGTON, Aug. 10—The appliance business faces a marvelous opportunity in this decade (1) if it can recapture the glamor which appliances enjoyed at the end of the war; (2) if more trouble-free appliances can be developed, and (3) if it can dispel the confusion of "too much emphasis on price advertising at retail levels and too much emphasis on gimmicks and gadgets in national advertising."

■ These are highlights of an analysis by Daniel A. Packard, vp of Geyer, Morey, Madden & Ballard, Detroit, at the National Appliance & Radio-TV Dealers Assn.'s institute of management seminar at American University here.

Mr. Packard figures that the sales opportunity goes like this for the '60s—about 307,000,000 appliance sales, or 30,000,000 a year, provided the industry can (1) replace each appliance sold in the 1950s with a new one; (2) bring the saturation of the seven appliances other than refrigerators and washers up to 50% of present homes [the seven other appliances are freezers, electric ranges, dryers, water heaters, dishwashers, disposals and air conditioners]; and (3) if each of the 10,000,000 new homes of the decade were to be supplied with a refrigerator and washer, and half of them with one each of the other seven appliances.

■ This is a forecast of opportunity, he emphasized, adding that most economists think sales will range from 180,000,000 to around 200,000,000 for the decade, or about two-thirds of the opportunity.

The problem of the industry is loss of glamor, with the housewife now "disgusted with appliance service, confused by appliance advertising and, at least, dissatisfied with our sales people."

Mr. Packard thinks "we have lost a lot of the tremendous public good will" the appliance industry had 15 years ago. One of the major reasons is service. Where 15 years ago a housewife called a service man once or twice a year to fix one of the three appliances she owned (range, refrigerator, wringer washer) today—if she owns seven to nine appliances—she is likely to be waiting for a service man a day a month, if they have only one call a year to make for each item—when radio and tv and plumbing are added to the list. Result: Appliance service is the most disrupting influence in household routine.

■ Mr. Packard asserted that manufacturers are seriously concerned about consumer attitudes toward service and that they have engineering and manufacturing staffs working around the clock to produce better and more trouble-free appliances.

He believes the trend in national advertising is now away from gadgets and gimmicks "to more real information on product benefit" and what the new appliances will do that those 10 or 15 years old won't.

Mr. Packard talked hard and directly about retail appliance advertising. An analysis showed that 40% of present advertising is good, 20% fair to poor, and 40% "name, picture, price alone."

■ He contended that name-picture-price advertising reaches only 2% of a potential market. He figures that a city of 100,000 population has 25,000 homes equipped with 25,000 refrigerators of which 6,250 are 10 years old or older. The present sales rate in the market is 1,400 units a year, or 117 a month. If the "period of consideration" is a month in refrigerator sales, and only customers or prospects actually looking for a refrigerator see this kind of ad, then the retailer is only reaching 117—or 2%—of the 6,250-home potential.

He argued that a change in approach requires neither more space nor giving up price advertising; it requires only that "each ad, and especially that each product, has a few lines put in to attract the attention of those people who are not ready to be brought into the market on price alone."

Mr. Packard also suggested that appliance selling is more and more "a mature industry"—that an increasing percentage of its business will be done in replacement sales.

"A study of other mature industries directs our attention to the importance of retaining a customer once our advertising has attracted her to our store," he commented. He called attention to the automobile industry's efforts to maintain constant mail and telephone contact with customers to be sure they don't defect to some other brand of car. #

Nabisco Names Mortimer

John A. Mortimer, formerly an account executive with Batten, Barton, Durstine & Osborn, New York, has been named marketing manager of the bread division of National Biscuit Co., New York. Mr. Mortimer will direct marketing activities for Nabisco's 13 bread bakeries.

Akridge Joins 'Look'

Dale O. Akridge has joined the New York sales staff of *Look*. Mr. Akridge was formerly manager of television advertising and sales promotion for the tv receiver department of General Electric Co.

LIFE

GETS MORE VOTES THAN POST OR LOOK (OR ANY MAGAZINE)

WITH ADVERTISERS OF

TOILETRIES & TOILET GOODS

(JAN. - JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$5,000,649
2.	McCall's	2,555,368
3.	Ladies' Home Journal	2,547,915
4.	Saturday Evening Post	1,347,508
5.	Look	1,305,787

DRUGS & REMEDIES

(JAN. - JUNE, 1960)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$2,586,310
2.	Saturday Evening Post	1,435,592
3.	Ladies' Home Journal	1,291,551
4.	Look	1,251,632
5.	McCall's	933,063

SOURCE: P.I.B. (GROSS FIGURES)

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

200 Top Farm Paper Advertisers, January-June, 1960-1959

Compiled by Farm Publication Reports Inc.

Rank	Advertiser	Jan.-June 1960	Jan.-June 1959
1.	Ford Motor Co.	$ 1,084,354	$ 1,122,072
2.	General Motors Corp.	950,845	934,894
3.	International Harvester Co.	886,307	644,518
4.	American Cyanamid Co.	709,440	591,032
5.	Massey Ferguson, Inc.	517,953	708,409
6.	Deere & Co.	493,397	519,716
7.	Ralston Purina Co.	459,614	411,895
8.	New Holland Machine Co.	411,680	370,119
9.	Allis-Chalmers Mfg. Co.	393,909	353,936
10.	Firestone Tire & Rubber Co.	315,282	325,821
11.	Goodyear Tire & Rubber Co.	302,543	332,991
12.	Chas. Pfizer & Co.	253,467	352,898
13.	Eli Lilly & Co.	248,739	218,959
14.	Standard Oil Co. (Indiana)	244,958	189,335
15.	American Tel. & Tel.	241,576	246,365
16.	Oliver Corp.	234,333	242,531
17.	Hess & Clark	228,304	167,980
18.	J. I. Case Co.	202,663	593,171
19.	R. J. Reynolds Tobacco Co.	200,493	201,873
20.	Allied Chemical & Dye Corp.	199,369	207,014
21.	Minneapolis-Moline Co.	198,033	152,731
22.	Champion Spark Plug Co.	195,720	132,865
23.	Virginia-Carolina Chemical Co.	190,019	93,978
24.	U. S. Steel Corp.	181,559	132,314
25.	American Home Products Corp.	173,806	218,771
26.	B. F. Goodrich Co.	168,050	162,904
27.	Phillips Petroleum Co.	164,208	173,624
28.	DeKalb Agricultural Assn.	163,325	151,476
29.	Chrysler Corp.	154,515	184,741
30.	General Electric Co.	153,094	243,373
31.	Armour & Co.	148,255	113,359
32.	Kraft Foods	145,879	124,342
33.	Spencer Chemical Co.	142,238	123,505
34.	Northrup, King & Co.	141,650	125,960
35.	Monsanto Chemical Co.	140,812	136,062
36.	E. I. DuPont de Nemours	138,862	95,828
37.	Olin Mathieson Chemical Corp.	137,999	134,104
38.	New York Life Insurance Co.	135,840	161,334
39.	State Farm Mutual	134,308	69,811
40.	American Agricultural Chemical	133,666	38,606
41.	McMillen Feed Mills	133,256	20,035
42.	Skelly Oil Co.	133,178	122,096
43.	Gehl Bros. Mfg. Co.	133,124	100,238
44.	Geigy Chemical Corp.	132,192	58,569
45.	Standard Brands	129,340	186,172
46.	Texaco	128,170	153,650
47.	Abbott Laboratories	127,601	138,969
48.	Dow Chemical Co.	125,801	30,503
49.	Vitasafe Corp.	125,227	41,400
50.	American Tobacco Co.	120,990	113,719
51.	Carnation Co.	120,832	143,912
52.	Shell Oil Co.	118,839	99,716
53.	Swift & Co.	118,289	143,847
54.	Moorman Mfg. Co.	111,561	106,130
55.	Westinghouse Electric Corp.	107,258	158,954
56.	Nutrena Mills	99,474	185,020
57.	Merck & Co.	97,759	94,465
58.	Commercial Solvents Corp.	97,158	81,537
59.	Morton Salt Co.	96,280	14,388
60.	Funk Bros. Seed Co.	95,201	76,136
61.	Florida Citrus Commission	93,735	—
62.	DeLaval Separator Co.	93,423	60,743
63.	Western Auto Supply Co.	93,190	94,600
64.	Food Machinery & Chemical	88,923	117,933
65.	Pfister Associated Growers	86,683	70,383
66.	Socony-Mobil Oil Co.	83,019	38,635
67.	California Spray-Chemical Corp.	82,148	64,859
68.	Armco Steel Corp.	81,505	60,152
69.	Avco Mfg. Corp.	80,214	98,376
70.	Kewanee Machinery & Conveyor	79,358	58,822
71.	Farmhand Co.	78,624	101,256
72.	Salsbury Corp.	76,585	75,454
73.	Keystone Steel & Wire Co.	75,805	64,255
74.	A. O. Smith Corp.	74,381	34,126
75.	Illinois Farm Supply	70,706	51,110
76.	Weyerhaeuser Sales Co.	68,195	77,070
77.	Smith, Douglass Co.	67,274	21,227
78.	Borg-Warner Corp.	66,722	31,142
79.	Caterpillar Tractor Co.	66,197	87,026
80.	General Foods	66,130	105,791
81.	Pioneer Hi-Bred Corn Co.	65,760	32,207
82.	Butler Mfg. Co.	65,661	81,320
83.	F. S. Royster Guano Co.	64,882	66,708
84.	Babson Bros. Co.	63,510	101,087
85.	Murphy Products Co.	63,360	75,108
86.	Fox River Tractor Co.	63,000	43,969
87.	Portland Cement Assn.	62,370	50,813
88.	Singer Mfg. Co.	62,277	87,315
89.	Eaton Mfg. Co.	61,820	60,305
90.	Union Carbide Corp.	58,992	65,550
91.	U. S. Rubber Co.	57,710	52,886
92.	Cargill Inc.	57,618	8,081
93.	Equitable Life Assurance	56,630	—
94.	Dairy Equipment Co.	55,644	51,873
95.	Republic Steel Corp.	55,583	31,815
96.	Willys Motors Inc.	54,369	520
97.	Amchem Products Inc.	53,928	68,171
98.	Continental Oil Co.	53,778	75,309
99.	J. R. Watkins Co.	53,172	43,416
100.	Western Condensing Co.	52,969	57,995
101.	Olson Rug Co.	52,836	49,155
102.	Allied Mills Inc.	52,778	67,977
103.	Chemagro Corp.	52,500	43,903
104.	James Mfg. Co.	52,350	61,829
105.	Wisconsin Motor Corp.	52,099	54,559
106.	Colgate-Palmolive Co.	52,088	77,849
107.	Farm Bureau	51,768	54,824
108.	California Packing Corp.	51,319	27,718
109.	Wirthmore Feeds, Inc.	50,127	50,002
110.	Honeggers & Co.	50,111	53,015
111.	International Milling Co.	49,383	42,549
112.	Gambles Stores	49,324	82,103
113.	Kroehler Mfg. Co.	48,363	—
114.	Cities Service Co.	47,560	65,658
115.	Cunningham & Sons	46,446	68,461
116.	Fort Dodge Laboratories	46,227	68,607
117.	Esso Standard Oil	45,315	31,410
118.	Colorado Fuel & Iron Corp.	44,620	52,158
119.	Land O'Lakes Creameries	44,017	33,686
120.	Homelite Corp.	43,746	25,230
121.	Stauffer Chemical Co.	43,200	64,199
122.	Kellogg Co.	43,195	76,814
123.	LP-Gas Information Service	43,192	45,207
124.	Studebaker-Packard Corp.	42,866	—
125.	Meyer Mfg. Co.	42,374	40,505
126.	Maytag Co.	42,172	4,271
127.	Outboard Marine Corp.	41,495	—
128.	H. D. Hudson Mfg. Co.	41,390	29,650
129.	F. E. Myers & Bro.	40,881	43,017
130.	Electric Auto-Lite Co.	40,515	42,962
131.	Schering Corp.	40,414	52,909
132.	America's Independent Electric Light & Power Cos.	39,375	51,390
133.	Pillsbury Co.	39,371	50,648
134.	National Steel Corp.	39,179	68,494
135.	Cooperative Gulf Exchange	38,638	40,791
136.	American Motors Corp.	38,310	—
137.	Western Land Roller Co.	38,300	24,611
138.	Radio Corp. of America	37,543	—
139.	Norwich Pharmacal Co.	37,335	73,095
140.	Oelwein Chemical Co.	36,676	32,445
141.	Badger Northland Inc.	35,521	33,217
142.	Granite City Steel Co.	35,520	25,110
143.	Consumers Cooperative	35,442	25,984
144.	Balfour Guthrie	35,275	36,995
145.	Brillion Iron Works	34,922	38,839
146.	Ginden Nursery	34,879	18,940
147.	Douglas Fir Plywood Assn.	34,651	17,950
148.	H. W. Naylor Co.	34,539	30,649
149.	Federal Chemical Co.	34,336	28,611
150.	Farnam Co.	34,032	61,905
151.	Kentile Inc.	34,006	14,202
152.	Hesston Mfg. Co.	33,895	38,733
153.	Pittsburgh Plate Glass	33,705	37,965
154.	Simplicity Pattern Co.	32,550	29,800
155.	Hills Bros. Coffee	32,508	31,248
156.	Gravely Tractors	32,440	21,897
157.	Philco Corp.	32,230	80,726
158.	Drackett Co.	31,615	—
159.	Anchor Serum Co.	31,175	24,184
160.	A. E. Staley Mfg. Co.	30,702	27,761
161.	Excelsior Institute	30,522	5,030
162.	Cockshutt Farm Equipment	30,387	58,900
163.	Oyster Shell Products Corp.	30,198	31,769
164.	Farm Journal Inc.	30,088	—
165.	Stark Bros. Nurseries	29,224	14,428
166.	Fairbanks, Morse & Co.	28,528	11,950
167.	Crows Hybrid Corn Co.	28,191	14,180
168.	d Con Co.	28,190	28,643
169.	Mid South Chemical Co.	28,058	24,816
170.	Corn States Laboratories	27,986	6,825
171.	W. F. Young Inc.	27,813	19,440
172.	Coats & Clark's Sales Corp.	27,475	13,460
173.	Sealed Power Corp.	27,454	—
174.	Coast to Coast	27,156	14,012
175.	Hahn Inc.	27,138	—
176.	Behlen Mfg. Co.	27,038	30,374
177.	Velsicol Corp.	27,014	19,134
178.	Starline Inc.	26,717	38,444
179.	Kimber Farms	26,670	34,330
180.	Hercules Powder Co.	26,371	8,502
181.	John W. Eshelman & Sons	26,204	29,799
182.	Thompson-Hayward Chemical Co.	26,050	3,410
183.	Int'l Minerals & Chemicals	25,958	27,164
184.	Wolverine Shoe & Tanning	25,290	27,520
185.	Chilean Nitrate Educational Bureau	25,209	29,660
186.	Long Mfg. Co.	25,100	441
187.	Davie Rose Co.	25,060	16,485
188.	Sterling Drug	25,047	16,552
189.	Nitragin Co.	24,831	9,912
190.	Lindsay Co.	24,710	27,488
191.	M. W. Gear Co.	24,657	—
192.	Inland Steel Products	24,408	27,809
193.	H. D. Lee Co.	24,288	37,970
194.	Johnson & Johnson	24,274	34,058
195.	Char-Lynn Co.	24,059	26,058
196.	Encyclopedia Britannica	23,800	—
197.	Perfect Circle Corp.	23,706	26,845
198.	Glidden Co.	23,700	12,870
199.	Standard Oil Co. (Ohio)	23,614	21,878
200.	Black Sivalls & Bryson	23,439	—
	Totals	$20,347,407	$19,068,654

MURRAY GOODWIN, *formerly a creative group head at J. Walter Thompson Co., has joined C. J. LaRoche & Co., New York, as copy director.*

Canadian Shell Names Ogilvy's Toronto Office

(Continued from Page 1)

a "hard sell" agency.

However, trade sources here began speculating, after the U.S. announcement in June, that Canadian Shell also would switch shops for its product account.

D. B. Vale, exec vp of Shell here, said in the official announcement that the product advertising account would be moved to the Ogilvy agency, effective Jan. 1, and that the agency shortly will open an office here.

"The agency change," he said, "was part of an extensive reorganization program. Our decision to change was not easily made, as Shell's long association with J. Walter Thompson has always been most congenial and productive."

■ In New York, David Ogilvy, president of OBM, said the agency would open in Toronto shortly. He emphasized that Shell of Canada would be the "first" account, clearly implying that it will be joined by other business.

Mr. Ogilvy said no personnel arrangements have yet been made, nor has office space been acquired, but since OBM takes over Jan. 1, all of these moves must be made promptly.

He emphasized, as well, that the new office will be "99% staffed by Canadians," obviously mindful of Canada's growing nationalism and its attitude toward account acquisitions by U. S.-based agencies.

KERSHAW TO HEAD OGILVY IN TORONTO

TORONTO, Aug. 10—Andrew Kershaw told ADVERTISING AGE today that he had resigned as budget control director of MacLaren Advertising Co. to head up the Canadian operation of Ogilvy, Benson & Mather, which Monday was awarded the product advertising account of Shell Oil Co. of Canada.

■ A European who has spent many years in advertising, Mr. Kershaw was a senior executive with the British Travel Assn. before joining MacLaren. As such he was a client of Ogilvy, Benson. MacLaren handles the British Travel Assn. account in Canada.

Mr. Kershaw said he will staff the Canadian operation of Ogilvy, Benson with Canadians. He added, "I don't know what my title will be. I haven't decided that yet."

ELLIOTT JOINS OGILVY AS SHELL ACCOUNT BOSS

NEW YORK, Aug. 9—John (Jock) Elliott will join Ogilvy, Benson & Mather next week to supervise the Shell Oil account here. Mr. Elliott will be a senior vp and a member of the executive committee. He joins OBM from Batten, Barton, Durstine & Osborn, where he was vp and supervisor of the Du Pont account.

John Elliott Jr.

Mr. Elliott had been regarded as one of BBDO's most promising younger men. In his new assignment at OBM he will be dealing with problems arising from Shell's traditional regional marketing setup; one of the solutions reportedly under discussion is the creation of a mobile team of marketing men to move from one area to another. #

Seeks to Bar FCC Favor to TV Bidders With Congress Ties

WASHINGTON, Aug. 10—Sen. William Proxmire (D., Wis.) introduced an amendment today which would prohibit the Federal Communications Commission from giving favorable attention to station applicants whose stockholders include members of Congress.

■ The Proxmire amendment was offered to a bill (S. 1734), dealing with *ex parte* presentation in FCC cases. The bill has been approved by the Senate commerce committee and is presently awaiting action on the Senate calendar.

Sen. Proxmire presented the amendment in the wake of an FCC channel award to an Albany, N.Y., tv company in which congressmen owned a small number of shares. The senator said FCC Chairman Frederick W. Ford denied that in the Albany case the presence of Congressmen among the shareholders was a deciding factor, but conceded that substantial congressional ownership is a favorable factor in the "civic participation criterion."

■ In introducing his amendment, Sen. Proxmire said, "It is perfectly obvious that the Federal Communications Commission, especially in view of the clearly expressed attitude of its chairman in approving this policy of congressional favoritism in awarding tv and radio franchises, is not going to change this policy by itself.

"We in Congress benefit from this immoral, payola practice of our own creature, the FCC. It's up to us to end it. We know in fact that unless we act it will not be ended," Sen. Proxmire told the Senate. #

Carpenter Joins Street

Clinton Carpenter, formerly a copy supervisor at Dancer-Fitzgerald-Sample, has joined Street & Finney, New York, as copy chief.

Parkin Harris Marsh Bailey

IT'S THE BERRIES!—*Car card of the month in the July selection made by the National Assn. of Transportation Advertisers was the Manning's Inc. coffee cafe ad, "It's the Berries!" Approving their choice are four of the judges, Rod C. Parkin, manager, City Lines Transit Advertising Co.; R. T. Harris, president, Harris & Love; R. W. Marsh, of R. W. Marsh & Son; and Richard Bailey, president, Bailey & Montague Studios. All are of Salt Lake City. The ad was prepared for the Manning's coffee cafe chain by Knollin Advertising Agency, San Francisco.*

JACKSON GROWS
47% IN 10 YEARS

Jackson is Mississippi's center of population with a city count of 144,178 in the 1960 census . . . and this 16-county trade zone now ranks as a major market where the income to spending ratio is 4 out of 5 dollars compared with the U.S. average of 2 out of 3.

The Jackson area shows dramatic growth and no wonder dramatic sales results come from advertising in the Clarion-Ledger and Jackson Daily News.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

Waterman-Bic Sets Eastern Test for Bic Dart Pen

(Continued from Page 2)

minute spots scheduled weekly in prime time. Mr. Adler said Waterman-Bic is "committed" to the campaign for six months. He called it "the most extensive tv campaign ever for a low-priced pen."

The Bates commercials will feature the 69¢ Bic Dart as the pen "with the revolutionary M-15 ink," with nothing to press to bring out or retract the point. The student commercials will carry this sales message:

"Write and the ink flows instantly—
Lift and the ink retracts like magic."

■ In addition to naming Bates for broadcast and publication advertising, Mr. Adler also announced that Gramercy Advertising, New York, will handle trade publication advertising, merchandising, sales promotion and public relations.

Gramercy is an agency that has specialized in the retail jewelry field, a prime outlet for pens. Mr. Adler this week was informing dealers in Connecticut and Massachusetts that the Bates tv campaign will "pre-sell" the Bic pens for them.

"We will also offer a completely integrated point of sale promotional package that will sell fast at the retail level, at more profit than ever before for Waterman-Bic dealers," he said.

Mr. Adler conceded that before going national Bic will have to improve greatly its distribution. At the present time Bic's distribution is largely limited to eastern markets. The company has ballpoints selling for 29¢, 49¢ and 69¢.

■ The naming of Bates and Gramercy and the launching of the new campaign culminates a two-year period of confusion and indecision for the French company, Societe Bic.

Bic acquired 60% control of the old Waterman Pen Co. of the U.S. in 1958. It was immediately immersed in a hassle that saw two agencies each claiming the account.

Fletcher D. Richards Inc., the old Waterman agency, claimed the business, and so did Bruce Enderwood, a young adman who set up his own company to handle the account. The dispute was finally settled in Mr. Enderwood's favor (AA, Dec. 8, '58).

Five months later—in April, 1959—Mr. Enderwood moved himself and the Waterman-Bic account into E. T. Howard Co., a shift that had a sentimental overtone because Howard was Waterman Pen's first agency at the turn of the century.

■ Then, four months later, Mr. Enderwood dropped from sight and the account turned up at Kastor, Hilton, Chesley, Clifford & Atherton. Meanwhile, virtually no advertising had appeared for Waterman-Bic.

Societe Bic has since acquired 100% control of the U.S. company and the old management has been displaced by a new team headed by the young Mr. Adler, who had been with Waterman for five years as controller.

According to one observer close to the company, Marcel Bich, troubled by his lack of progress in the U.S. market, turned to Mr. Adler and asked him what was wrong. Mr. Adler told him and Mr. Bich reportedly replied: "All right, you're in charge from now on."

Ted Bates entered the picture as a result of the work done for Bic in the British market by Hobson, Bates & Co. This agency was formed last year by Bates' acquisition of John Hobson & Partners.

In Britain Bic enjoys 50% of the British market, which is low for this company; on the continent of Europe Bic does a fabulous 70% of the pen business.

Bic pens were originally introduced in France about 10 years ago and have expanded to markets all over the world. They have been heavily advertised, primarily in newspapers.

Bates has named J. Ross MacLennan, a senior vp, account supervisor on Waterman-Bic. #

POPAI Will Release Two New Studies in the Fall

The Point-of-Purchase Advertising Institute expects to have a new tool to sell the medium this fall. POPAI's research committee has commissioned Mass Marketing Research to conduct a study to determine "the exposure and circulation of point-of-purchase merchandising materials in retail outlets."

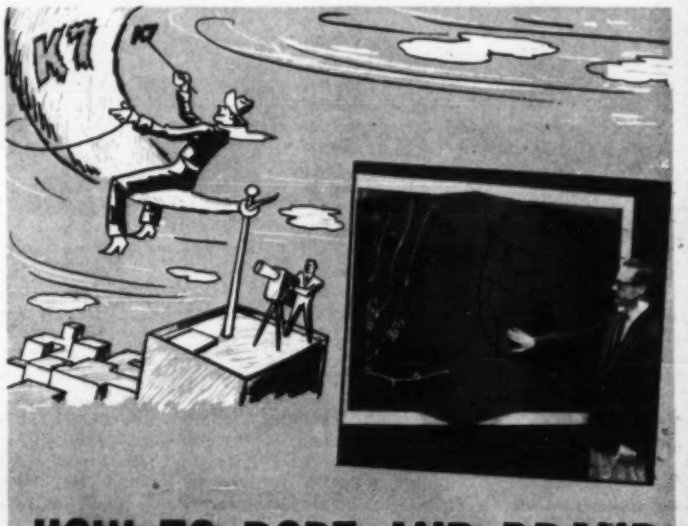
In another "major" POPAI-sponsored study, Louis Harris & Associates is preparing a report on the utilization of point-of-purchase materials in retail outlets. This will also be ready in the fall.

IT&T Components to Gaynor

International Telephone & Telegraph Corp., New York, has switched the ad account of its components division from Conti Advertising Agency, Ridgewood, N. J., to Gaynor & Ducas, New York. The components division, headquartered in Clifton, N. J., manufactures rectifiers, diodes, capacitors, glass seals and special-purpose tubes for industrial, military and communications use.

Promote John Glascott

John A. Glascott Jr., a sales representative for Mail Advertising Corp. of America, New York, for four years, has been named vp and eastern manager.



HOW TO ROPE AND BRAND A TEXAS TORNADO

K-7 did it . . . made a live telecast of a rip-roaring tornado as it crossed the Texas Panhandle.

This is a part of KVII-TV's new twice-a-day weather service featuring Don Peeples, West Texas' only registered TV meteorologist. In addition to new studio weather facilities, KVII-TV has installed a weather station with live camera atop Amarillo's tallest building. "Eye-in-the-Sky" report on severe weather conditions!

Another good reason K-7's local viewers are loyal viewers.

KVII-TV
CHANNEL 7 AMARILLO, TEXAS
Charlie Keys General Manager

The TV Buy
KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA-MIDLAND
DELIVERS 3 OF THE NATION'S FASTEST-GROWING TV MARKETS 1950-1959*
*Television, Feb. 1960

	Rank in Texas	Rank in U. S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

3 QUALITY STATIONS / QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a TRIGG VAUGHN STATION
KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA-MIDLAND

LIFE

GETS MORE VOTES THAN POST OR LOOK

$14,000,000 MORE AD REVENUE

MAGAZINE	1st HALF 1960 Ad Revenue	No. Issues
LIFE	$70,483,653	25
Post	56,229,090	26
Look	27,802,101	13

(SOURCE: PIB JANUARY-JUNE 1960)

222 MORE AD PAGES

MAGAZINE	1st HALF 1960 Pages	No. Issues
LIFE	1758	25
Post	1536	26
Look	787	13

(SOURCE: PIB JANUARY-JUNE 1960)

ALMOST HALF A MILLION MORE CIRCULATION

MAGAZINE	AVERAGE TOTAL NET PAID CIRCULATION 1st Quarter 1960	1st Quarter 1959	Change
LIFE	6,745,000	6,036,000	+709,000
Post	6,268,000	5,963,000	+305,000
Look	6,144,000	5,705,000	+439,000

(SOURCE: AUDIT BUREAU OF CIRCULATIONS)

LIFE's gain in the first quarter of 1960 was 61% more than Look's and 132% more than the Post's

SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV HAS LARGEST NET WEEKLY CIRCULATION IN THE BAY AREA
ARB, June, 1960

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE